OFFICE OF POPULATION CENSUSES AND SURVEYS
SOCIAL SURVEY DIVISION

Shopping Habits and Attitudes to Shop Hours in Great Britain

An enquiry carried out on behalf of the Home Office and the Scottish Home and Health Department

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HMSO £2·90 net

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Acknowledgements

A social survey is the work not of one or two individuals, but of a team. The authors of this report would like to acknowledge the efforts of all those who worked on the survey.

First there are the specialist branches of the Social Survey Division, the Sampling Branch who advised on and drew the sample of informants, the Field Branch who advised on the schedule of questions and who trained and organised the force of interviewers, the Coding Branch who reduced the mass of data into a form assimilable by computer and the Computing Branch who produced the tabulations. Next there are those other research workers, in particular Isobel Stuart and Marie Sherratt, who put in many hours of work analysing a vast quantity of pilot schedules, and helping to prepare the final report.

Thanks are due also to the Research Unit and others of the Home Departments for their willing and invaluable help and advice at all stages of the survey. Last, but by no means least, the authors would like to thank 2,747 members of the public who voluntarily gave up their time to answer our questions and so made the survey possible.

Contents

I Introduction

This report covers the responses of a random (probability) sample of adults aged 18 years and over, resident in Great Britain. The main sample consisted of 2,747 individuals, and the fieldwork was carried out between 5 October and 30 November 1970.

Purpose

The purpose of the survey was to establish, with a representative cross-section of the adult population, the general attitudes to current restrictions on shop hours, and hence to deduce the amount of public pressure for change (or for the maintenance of the present situation) in the legislation.

Method

A questionnaire (see appendix 'I') was administered to the randomly selected sample by interviewers. For details of how the sample was selected see appendix 'II'. The questionnaire itself was arrived at after two previous stages of fieldwork which involved (i) unstructured interviews carried out among informants between 6 July and 15 July 1970, and (2) a pilot survey among 253 informants between 29 July and 21 August.

For the unstructured interviews the interviewers were provided with a list of the broad topics to be covered in the survey and informants were encouraged to talk at length on and around these topics. The transcripts were analysed and the results used in the design of the schedule for the pilot stage.

The pilot among 253 randomly selected individuals was a rehearsal for the main stage. As a result of the pilot, it was possible to restructure the final schedule to a considerable degree, although the ground covered remained the same. The main fieldwork was spread over the period 5 October to 30 November 1970.

Response

It was planned to achieve a total sample of 3,500 individuals, of whom 3,000 would form the main sample for Great Britain, the remainder belonging specifically to Welsh and Scottish samples. This report is concerned with the general sample for Great Britain.

As explained in Appendix 'II', at the time the survey was carried out the electoral register did not form a satisfactory frame of reference, because it included, or was intended to include, for the first time people aged 18 - 20. Under-enumeration was,

however, known to be a severe problem. Householders, accustomed over the years to including in the form only those aged 21 and over, had a tendency to forget to enter the 18 - 20 year olds in their households. As a result the register was deficient as a record of the population aged 18 and over, but was suitable as a list of households. It was therefore decided to use it as such, and as a result interviewers had to complete the sampling process, listing the household members and selecting the person for interview on a random basis, on the doorstep. In a number of cases the interviewers made errors in applying the selection process, but there is no reason to suppose that these errors would have undermined the random basis of the sample.

This method of sampling meant that there were two stages at which refusals could occur - first at the point where the household members were being listed, second at the stage when the survey was introduced to the selected informant. Only 2% of the sampled addresses produced refusals at the first stage, another 3% were lost because the address was found to be empty or demolished, and 1% because it was not found possible to make contact at the address in the interview period. The sampling method produced 3,636 individuals, but there was a relatively high refusal rate of 15%, and interviews were completed with 3,058 informants.

The level of interest in the two subjects covered by the questionnaire, shop legislation and licensing law, was not especially high, and this is presumably what led to the relatively high refusal rate. The emotive nature of liquor as a topic may also have contributed to refusals on the part of some informants.

It is difficult to say what biases may have been introduced as a result of refusals. On the whole it seems likely that the licensing law section produced the most refusals - those that are unconcerned or morally opposed to alcohol would be more likely to refuse to answer than would enthusiastic proponents of drinking - however, it seems improbable that this would produce any biases in the shops legislation section. Any refusals caused by the shops legislation section are probably due to lack of interest and it seems unlikely that any resulting bias would be large.

Analysis

Bearing in mind the purposes for which the information is required the analyses for this report have been kept simple and straightforward. We have been concerned here to reflect public opinion, rather than to account for it. The full range of analyses is not shown at every question in the report, instead questions are shown analysed by those variables which show differences between the sub-groups involved. In all chapters except chapter VI, which concerns personal shopping, only the answers of informants mainly responsible for household shopping have been analysed, because it was felt that many of those who said they only help with the household shopping only provide the transport to the shops, and also any changes made to shops legislation would most affect those mainly responsible for household shopping.

II Summary

1. Of the sample of 2,747 informants, all of them adults aged 18 years and over, 52% said that they were the person mainly responsible for the household shopping in their own household. Another 23% said that they helped with the household shopping (which could include anything from actually doing some of it to simply carrying the basket or driving the car). 19% did only their own personal shopping and 6% did no shopping at all.

   The great majority (92%) of the household shoppers (those who said that they were the ones mainly responsible for it) were women, rather less than a quarter (22%) were housewives working full-time and another 14% were part-time working housewives. Thus just over a third of household shoppers (36%) were having to combine household duties with at least a certain amount of paid work.

2. Most (85%) household shoppers have one main day on which they do the household shopping. Friday was reported as the main day by the greatest proportion (43%) followed by Saturday (26%) and Thursday (19%). Most household shoppers also go out on other days, however, and it is found that most are out on most days of the week, Sunday, Monday and Wednesday being the exceptions.

3. Home, rather than work, is the main base for shopping, even among working housewives, although a quarter of full-time workers do their shopping from their place of work. The median journey time to the shops is reported as just under 9 minutes and the median distance as three-quarters of a mile. The greatest single proportion (40%) travel on foot, but here there are distinct occupational differences, 54% from professional households using a car, compared with 26% of all households.

   It is the short walk that seems to be regarded as the most convenient, the highest proportion of walkers being found among those finding their shopping "very convenient". The next best substitute is being able to use the car, the highest proportion of car users being found among those who find the journey "fairly convenient", public transport being the worst, the highest proportion of the users of this method of travel being reported by those finding their shopping "not very convenient" or "very inconvenient".

   Overall 54% of those who have a main shopping day find the journey to the shops very convenient, and another 4% have no special journey. 32% say the journey is "fairly convenient", 9% find it "not very convenient" or "very inconvenient".

4. On the non-main household shopping days, informants are less likely to shop from home and, mainly because working housewives have more shopping days, are more inclined to shop from work. The median journey time is 6.2 minutes and the median distance 0.40 miles (compared with 8.8 minutes and 0.75 miles for main days) and a greater proportion walk to the shops (54%).

5. Most informants who are mainly responsible for household shopping find household shopping in general, as opposed to the main day (see 3 above), either very convenient (47%) or fairly convenient (41%). Younger informants and informants in households whose head has a low social class are the most inclined to find household shopping either not very convenient or very inconvenient, although the proportion giving these answers does not rise above 20%.

6. The majority of people who do any shopping (59%) said that they do their personal shopping less often than twice a month. 56% of household shoppers do their personal shopping separately from their household shopping at other times, just over a quarter (28%) along with the household shopping and 17% both along with and at other times. Of those that do at least some of their personal shopping at times other than with their household shopping, 33% have no particular day on which they do it, while the majority of those that do shop on a particular day give this as Saturday.

7. 34% of informants find their personal shopping very convenient to get, 41% say it is fairly convenient, 16% not very convenient and 6% very inconvenient. The most frequent reason for saying personal shopping is convenient, given by 29% of those who do personal shopping, is that there is a wide selection and adequate quality of shops and goods, while conversely, the most mentioned complaint, given by 18%, is that the quality of shops is poor. Quite a large proportion of the reasons why personal shopping is inconvenient concern journey difficulties - 12% find the transport difficult and 11% complain that it is a long way to go to the shops.

8. When informants were asked which shops they found particular difficulty in getting to 7% of those mainly responsible for household shopping mentioned clothing shops and 4% mentioned chemists. Most other types of shops were mentioned by at least a few informants. When the question was asked separately with regard to a selection of shops and offices, the proportion saying "not very convenient" or "very inconvenient" was highest for the Town Hall (31%), clothing (29%), shoes (25%), fish (22%), banks (21%), chemists (18%), and ironmongery (16%).

9. Most informants mainly responsible for household shopping (87%) said the milkman calls and nearly two-thirds (65%) that newspapers were delivered. A quarter (24%) have bread delivered, 12% greengroceries, the same proportion groceries and 8% fish. The major reason for having neither milk nor bread delivered is that the demand is too small (a reason given by 39% and 34% of those not using the respective delivery services) while the main reason for not having groceries delivered is that there is no delivery service available (mentioned by 28%). Over a quarter (29%) said that a mobile shop visits the district but only a third of these (or 7% of all informants mainly responsible for household shopping) claim to use it. The goods most frequently bought from such shops are greengroceries

(49%) and groceries (47%). Of those mainly responsible for household shopping who do not use a mobile shop, 26% feel that the prices in a mobile shop tend to be higher, while 16% say they are not usually at home when it calls.

10. Just over two-thirds (69%) of household shoppers are very satisfied with present shop hours and a quarter (26%) are fairly satisfied. Only 5% said they were not very satisfied, and most of these (63%) would like to see later closing in the evenings. Only 28% claimed to know the hours at which shops are allowed to be open, and none in fact gave the completely correct answer. The proportion of informants mainly responsible for household shopping who feel that shop hours should be changed is only 35%. The majority of these informants would like to see an extension of evening shop hours (43% mentioning later closing in the evenings and 19% late night closing days).

11. There is a five to three majority in favour of the idea that shops themselves should decide the hours during which they are open. Most (79%) claimed that they knew the restrictions on the sale of goods on a Sunday and half (51%) felt that this law was outdated while 34% favoured the present restrictions. Only 29% claimed to know the restrictions on the sale of goods in the evening and, as with Sunday legislation, over half (56%) thought that such laws were outdated. About a third of informants, for both Sunday and evening shopping, would like to see shops sell what they like at any time. The majority of informants mainly responsible for household shopping who mention an early closing day say it is either very convenient (35%) or fairly convenient (25%). Only 13% find early closing day at all inconvenient. Half feel that the choice of early closing day should be left to the individual shops while 30% say it should be the same for the whole district.

12. Thus there is a contradictory state of affairs in that a small majority favour removing restrictions from shops while a larger majority express themselves satisfied with the present hours. The answer seems to be that the issues are seen by informants as separate ones. The majority are, broadly speaking, satisfied with current shop hours, having adapted themselves to them, but a smaller majority do not see why the law should impose a particular pattern upon shopkeepers. The majority in favour of removing restrictions being a small one, there exists also considerable opposition to the idea, much of it based on the need to protect shop workers from long hours.

III Shop hours legislation

One fact brought out by this survey is that informants' ideas of what the laws concerning shop hours entail bear very little relation to any legislation but reflect current practice. At this point it might be useful to outline the present law regarding shop hours. The main body of legislation is laid down in the Shops Act of 1950 and deals with all aspects of trading in shops; here we are mainly concerned with the law as regards hours of opening.

General closing hours are 9pm on the late day and 8pm on any other day. Hours of closing do not have to be uniform in any one district or for any one kind of trade or business. The late day is Saturday unless another day is fixed by the local authority; for instance different days may be specified for different classes of shops, different parts of the area or different periods of the year.

Special provisions are made for shops selling tobacco and smokers' requisites. The local authority can permit later hours, not later than 10 o'clock in the evening on the late day and 9.30 on the other days of the week, if it ascertained that this is desired by the occupiers of at least two thirds of the shops affected.

With regard to Sunday trading, all shops must remain closed with the exception of certain types of trade. These include the sale of intoxicating liquor, meals or refreshments (excluding fried fish and chips), table waters, sweets and other confectionery, flowers, fruit and vegetables, fresh milk, medicines, tobacco and smokers' requisites, newspapers and magazines.

Most shops (with certain exceptions which include those selling intoxicating liquors, refreshments, newspapers and periodicals, meat, fish, milk, fruit and other perishable goods, medicines, tobacco and other smokers' requisites) are required by law to close not later than 1pm on one day every week this being the "weekly half holiday" of the 1950 Act, now referred to as the "early closing day" in the 1965 Shops (Early Closing Days) Act. This Act shifted the responsibility of choosing the early closing day from the local authority to the occupier of the shop. The shopkeeper must keep a notice in his shop specifying his early closing day. This notice must be conspicuously displayed so as to be clearly visible from outside the shop at an entrance used by customers. The occupier may alter his early closing day but only after a period of three months from the day it was first fixed and he must advertise the fact to his customers.

One of the main reasons why informants are unaware of the laws regarding shop hours is that in fact the majority of shops close well before the times laid down by law. There is a great deal of scope within the law for shops to alter their times of business, and there is no legislation concerning hours of opening in the mornings, so the shopkeeper has much greater freedom than may be supposed. Naturally, other factors have to be taken into account, for example the practical limit on the hours that shop staff will work (the normal legal maximum number of working hours in any one week is forty eight), and the number of staff the shopkeeper can afford to employ, but otherwise the only legal restraint on the choice of opening time is that it must be after midnight.

Another factor to be taken into account when considering shop opening hours is the kind of shops we are dealing with. The situation when the 1950 Shops Act was passed was rather different from the current one, a change which has come about gradually with many smaller shops closing over the years. This broad trend is illustrated by the comparison in the 1966 Census of Distribution between the numbers of different types of shops in existence from 1950 to 1966. Broadly speaking the number of multiple stores, that is stores with ten or more branches, has risen over the years: the percentage increase for 1950-57 was +9.6%; for 1957-60 it was +12.8% and for 1961-66 it was +10.7%. On the other hand the number of independent stores (that is stores with less than ten branches) has been steadily dropping since 1950: -2.8% from 1950-57; -8.8% from 1957-61 and -9.5% from 1961-66. The smaller type of shop selling groceries and other provisions has also appeared to fare badly against the competition from the large multiple stores and has decreased in number since 1957: -3.3% from 1957-61 and -15.9% from 1961-66. Similarly other food retailers including butchers, fishmongers, greengrocers and fruiterers are fewer in number: the decline was -10.6% from 1950-57; -7.0% from 1957-61 and -9.0% from 1961-66.

Thus the present situation is very different from that of 1950 and it therefore seems reasonable to expect that the pattern of shop opening hours should alter to suit the different circumstances. Hours which suit the smaller family business type of shops may not suit the large supermarkets which are able to stay open much longer by employing more staff and making use of shift workers; they may also attract more custom than the smaller shops as they stock a larger range of goods. Many of these larger stores are taking advantage of late night shopping on one evening in the week and this must presumably be popular among the customers, if it pays the stores to adopt this policy.

It must be remembered that the law is not restrictive in the matter of closing in the evenings as compared with general practice, but the informants in the survey tended to assume that the current practice was the law. Hence many of the changes wanted by informants regarding later closing are already catered for under existing legislation.

IV Responsibility for shopping

The survey is mainly concerned with those who as customers are most affected by shops' opening hours, that is to say the people who are responsible for the nation's day to day household shopping. For the purposes of the survey these were the people who told us that they were the person mainly responsible for the household's shopping (question one).

Just over half the informants placed themselves in this category, slightly but not substantially more than would have been expected on the basis of one shopper in every household, suggesting either some over-claiming by informants with regard to subsidiary shopping roles or else some cases of equal sharing. The great majority of these household shoppers are, as would have been expected, women - only 8% of them are men - 22% of them are housewives working full-time and another 14% are housewives working part-time. Only 6% came into the category of "non-housewives", that is to say, rather fewer than there are men among the shoppers. The reason is that the survey definition of "housewife" includes men if they have the appropriate responsibilities, so that the tabulations include a small minority of male housewives.

In general the household shoppers may be said to be equivalent to the adult female population with the relatively small exceptions that, added to their ranks, are the male housewives mentioned above, and that they exclude the younger unmarried women still living with their mothers and those older women who have retired from household duties.

Of the remaining 48%, those who do not say that they are mainly responsible for the household shopping, nearly half, or 23% of all informants, say that they help with the household shopping, another big batch (19% of all informants) say that they do only their own personal shopping, leaving 6% who do no shopping at all. When these last were asked why they did no shopping just under half (41%) said that someone else (usually the wife) did it, and another 42% that they were too old or too sick or disabled. In the great majority of cases where someone does no shopping it is done for them by husband or wife or by another relative.

V Present arrangements for household shopping

The overall pattern of replies to the questions on how household shopping is carried out simply reflects the multiplicity of methods to be seen daily in the shopping centres and at corner stores: shoppers arrive on foot, by car and by public transport. The survey provides estimates of the proportions using these different modes, and shows to some extent how the choice of method of travel to the shops is affected by access to a car and ownership of a refrigerator or deep-freezer. (It cannot, of course, explain which comes first, the decision to use a car on a shopping journey, or ownership of the car.)

The following table shows the days on which household shoppers carry out their shopping. The first column shows the "main" days (up to two were accepted from each informant) the second gives the other or subsidiary days on which they go out, and the final column shows the total of the first two columns, that is to say the total of household shoppers who say that they do any of their shopping on each of the days.

Proportion of household shoppers who shop on:	Household shopping days		
	Main days	Other days	Total
	%	%	%
Monday	2	42	44
Tuesday	9	53	62
Wednesday	4	46	50
Thursday	19	37	56
Friday	43	33	76
Saturday	26	37	63
Sunday	*	5	5

* = Less than 0.5%.

This table gives only a rough order of popularity: it should not be deduced that precisely 76% of the nation's shoppers go out on an average Friday. Seventy-six per cent have said that they do shop on Friday, but some of these may miss shopping on some Fridays and some of the remaining 24% may go to the shops at least occasionally on a Friday. In any case there should be added to the above those who do not go on any particular day - there are 15% of these. This said, the general pattern shown by the table probably gives a broad indication of what happens in practice.

It seems that the big main days, when the trolleys at the supermarket check-outs will be heavily laden, are Friday and Saturday, with Thursday in third place. Very little main day shopping seems to take place on Monday and Wednesday, but a little more does on Tuesday. This seems at first sight a little unlikely, but Tuesday is half way from one Friday-Saturday to the next and it may well be used as a second main, topping-up day by some shoppers. Tuesday also shows up as the most popular of the "Other Days" (column 2 in the table above) followed, of course, by the other unpopular main days, Wednesday and Monday. In general, as would be expected, the secondary days are more evenly distributed throughout the week than are the main days. Overall, the survey suggests that Friday, Saturday and Tuesday are the days on which most household shoppers are about, but that shopping baskets may be less heavy on the Tuesday.

The effect on the choice of main shopping day of the housewife's having to work full-time is, not unexpectedly, that she has a greater tendency to choose Saturday, while the part-time working housewife has a greater tendency to choose Friday. It may be thought more surprising that so many full-time working housewives nevertheless have as their main day a Monday to Friday week-day.

	Main household shopping days		
	Housewives working full-time	Housewives working part-time	All household shoppers
Base (no. of informants)	*337*	*206*	*1414*
	%	%	%
Monday	*	1	2
Tuesday	4	6	9
Wednesday	2	4	4
Thursday	14	22	19
Friday	41	48	43
Saturday	35	25	26
Sunday	-	*	*

** = Less than 0.5%*

The answers to the questions on main and other shopping days were also analysed to see how many shoppers named one day only, how many two and so on. The result is shown below.

Total number of shopping days named by shoppers	
Proportion of household shoppers who shop on:	Total %
Less than one day a week	*
One day a week	13
Two days	28
Three days	16
Four days	6
Five days	7
Six days	25
Seven days	5

** = Less than 0.5%*

Two days only, or all six week-days, are the most popular answers, obviously representing two very different ways of going about the shopping. Perhaps surprisingly these two opposite approaches seem to be equally popular among shoppers of all classes and ages, the only discoverable difference being that the male shoppers are less likely to go for one or two days than are the women.

How people get to the shops

On main days 72% of shoppers travel to the shops from home, 8% from their place of work and 4% do the shopping on the journey to or from work. Almost all the remainder have no main day. Among those who are working full-time just under half (49%) shop from home, 25% from work and 10% en route. Two-thirds of those working part-time shop from home, only 17% from work and 4% on the journey to or from work. Those who are working part-time presumably have more choice in the matter and elect more frequently to shop from home. Most shoppers, it may be assumed, prefer to do this.

Table 10

On the secondary days 64% travel from home, 12% from work, and 5% on the journey to or from work. Thus the proportion travelling from work is slightly higher for secondary days than for main days. In other words shopping from work tends, understandably enough, to be secondary rather than main.

Table 23

On the main shopping days half the shoppers report a journey lasting 10 minutes or less, only 4% travelling longer than 30 minutes, and half travel one mile or under. The median time and distance are 8.8 minutes and three-quarters of a mile respectively.

Tables 11 & 12

Fourty per cent walk, 26% use a car, 16% public transport and 2% cycle, leaving 3% who say they have no special journey and 15% who have no main day. Over half the shoppers live in households with cars, so that only half those with access to a car use it for shopping. The surprising facts to emerge are that as many as 4% of those who say they have a journey of over 2 miles report that they nevertheless walk to the shops, while on the other hand 11% of those with journeys which they say are under half a mile use cars. In spite of this the relationship between method of transport and distance from the shops is clear and obvious. Eighty-six per cent carry out the less than half a mile journeys on foot, whereas 95% use car or public transport for journeys of over 2 miles.

Cars are used by 36% of those in the 25-44 age group, compared with 26% of all shoppers and only 10% of those aged 65 and over. The youngest analysed age group, 18-24, have the greatest tendency to walk, and the least to use public transport. Needless to say car use is also heaviest among the wives of professional and equivalent workers and among the better off, and at its lowest among families of unskilled workers. The less well off do not use public transport instead: rather they walk.

Table 13

Those who use a car were asked what they would do were the car not available. Half of them divided equally between choosing to walk and to use public transport instead. The other half would either use an alternative car, wait until the car was available, shop locally, or else feel unable to surmise, not having experienced the problem.

On the secondary days more than half the journeys to the shops are less than half a mile (median value 0.4 miles), and the journey time well under 10 minutes for most (median value 6.2 minutes). More than 75% of the journeys are made on foot, only 16% by car and 11% by public transport.

Table 15

Convenience of shopping journeys

Informants were asked how convenient or otherwise they found their usual shopping journey.

In relation to their main shopping day shoppers' answers were as follows:

Convenience of the usual journey on main shopping days	
Proportion of shoppers who find their usual journey:	%
Very convenient	56
Fairly convenient	33
Not very convenient	7
Very inconvenient	2
Don't know/not answered	*
Total	100

Unsurprisingly, in view of the availability of cars, wives of professional and intermediate workers are less likely to find the journey inconvenient than are those with husbands in unskilled occupations. The proportion of shoppers finding the journey "not very convenient" or "very inconvenient" is only 1% among shoppers in professional and equivalent workers' households, 5% where the head of the household is in an intermediate occupation but 15% where the head is in an unskilled job.

Table 16

The convenience of secondary day shopping journeys appears to be slightly greater, which is to be expected, since the shops used for this type of shopping tend to be nearer home.

Convenience of the usual journey on non-main shopping days	
Proportion of shoppers who find their usual journey:	%
Very convenient	62
Fairly convenient	26
Not very convenient	5
Very inconvenient	2
Don't know/not answered	5
Total	100

The convenience of shopping overall will be influenced by factors other than the journey, such as the availability of particular shops or of goods within those shops. As can be seen from the following table answers concerning the general convenience of household shopping show a slightly lower level of convenience than that relating to the journey, chiefly because of a lower number of replies in the "very convenient" category and a corresponding rise in the "fairly convenient" class.

Convenience of household shopping in general	
Proportion of shoppers who find their household shopping in general:	%
Very convenient	47
Fairly convenient	41
Not very convenient	9
Very inconvenient	2
Don't know/not answered	*
Total	100

Table 16(vii) shows the relationship between the convenience of the main day journey and of household shopping in general. This shows, for example, that 30% of those for whom household shopping in general is not very convenient have a journey on main days which is at least fairly convenient and another 14% have a journey which they describe as "very convenient". Hence other factors than the journey alone must obviously apply. These are dealt with later in the report.

Regarding the convenience of the journey and the nature of the transport it appears that the most convenient journeys are the short ones on foot. Those who find their shopping very convenient have a journey of median distance half a mile and a median duration of just over six minutes - that is to say that half of them are within easy walking distance.

Walking to the shops is most frequent among those informants who find household shopping very convenient (47% of informants who find household shopping very convenient walk compared with approximately a third of other informants). On the other hand, reliance on public transport increases with the degree of inconvenience. While only 11% of informants who find household shopping very convenient use public transport for their journey to the shops on their main shopping day, 26% of informants who find it not very convenient and 27% who find it very inconvenient do so.

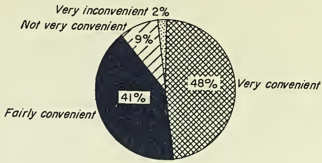
Cars are most often used by those who find their shopping "fairly convenient". It seems that no matter how useful a car may be, living within easy walking distance of the shops cannot be beaten for shopping convenience.

DIAGRAM A(i)

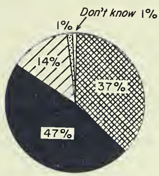
CONVENIENCE OF HOUSEHOLD SHOPPING

Question 13

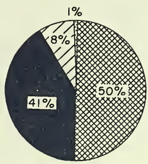
Answers of informants mainly responsible for HOUSEHOLD shopping



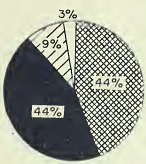
ALL INFORMANTS



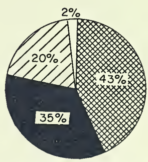
Informants aged
18-24 years



Informants aged
65 years and over



Informants where social class
of head of household
is professional



Informants where social class
of head of household
is unskilled

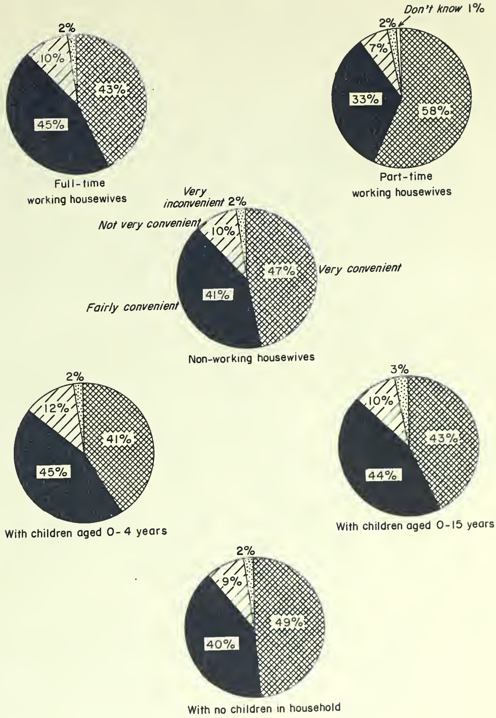
Note: percentages in all pie-charts in this report have been adjusted to add to 100 to facilitate pictorial representation.

DIAGRAM A(ii)

CONVENIENCE OF HOUSEHOLD SHOPPING

Question 13

Answers of informants mainly responsible for HOUSEHOLD shopping



VI · Present arrangements for personal shopping

Times when personal shopping is done

Informants were asked, "Now I want to talk about personal shopping, that is shopping for things like clothes, (cosmetics), books, records, (car accessories), things connected with hobbies and so on. How often do you do this kind of shopping?"

In spite of the prompting contained within the question the concept of "personal shopping" remains, necessarily, a vague one, and it probably remains true that the definition of "personal shopping" will vary from informant to informant. This section of the questionnaire does not represent a painstaking enquiry into the precise frequency of "personal shopping" and the answers of informants to such a simple question must be regarded as rough generalisations rather than literal statements of fact. Thus, if a difference is found between the frequency as reported by, say, men as opposed to women, this may arise as much from differences in what they regard as personal shopping, or in ways of assessing frequency, as from any real differences in how often they visit the shops. A study designed specifically to examine this question might come up with very different answers from those uncovered in the current enquiry. Frequency of personal shopping is, relatively speaking, of peripheral interest in this survey, and all that is of concern here is to establish very broad categories.

About one in five informants (18%) say that they do personal shopping once a week or more often, 16% that they do it 2-3 times a month. The majority (59%), however, say that they do their personal shopping less often.

There is, in fact, no difference between men and women in their claimed frequency, but the young report a much higher frequency of shopping than do the old. Hence, while well over half the 18-24 year olds say they do their personal shopping at least once a fortnight, only one over-65 in 6 goes as often as this. The only other differences to show up between sub-groups are that working housewives and informants with children in the household claim a slightly higher average frequency than do others. That working housewives claim a higher frequency may derive from a number of causes - people who want to spend money on personal goods may be more inclined to go out to work, working housewives are on average younger than other people, they may have more money to spend and they may be closer to the shops. On balance it seems likely that age would be the most important single factor. The young in general probably have a greater inclination to spend money on items like clothes and cosmetics and have more money, certainly than the over-65's, with which to do it. Some of the differences could also arise, of course, from differences in definitions of "personal shopping". Informants with children in the household are

also younger than the average informant, and it could just be that having children necessitates more frequent visits to the shops, although it is hard to see why this alone would lead to more frequent personal shopping.

Table 30

"Do you do your personal shopping along with household shopping, or at other times?" (question 15)

Most of those who do any household shopping (56%) said they did their personal shopping at "other times", just over a quarter (28%) said that they did it "along with household shopping", 17% doing it both along with and at other times. There are no important differences discernible between sub-groups of the population.

Table 31

Days on which personal shopping is usually done (question 16)

Those who did all or some of their personal shopping at times other than with their household shopping were asked on which days they usually did their personal shopping. A third said that they did it on no particular day. For the rest Saturday is by far the most frequently mentioned personal shopping day, given by 44%, while each of the weekdays Monday to Friday was mentioned by 6-9%.

Non-working housewives are, naturally, more likely than other housewives to say that they do their personal shopping on "any day", 38% doing so compared with 25% of working wives - there was a similar finding where household shopping is concerned. Consequently, non-working housewives are least likely to say that they do their personal shopping on Saturday, only 34% saying so compared with 44% in part-time employment and 59% working full-time.

Those informants with children aged 0-15 years in the household are less likely to do their personal shopping on "any day" (28% versus 38% of informants with no children in the household), and are more likely to use Saturday (50% versus 40%).

Tables 32 & 33

How convenient or inconvenient informants find personal shopping (question 17)

Thirty-four per cent of informants said they found their personal shopping very convenient to get, 41% found it fairly convenient, 16% not very convenient and 6% very inconvenient.

		Proportion who find personal shopping:		
		Very convenient	Fairly convenient	Not very convenient or very inconvenient
		%	%	%
Age	18-24 years	26	44	29
	25-34 years	27	42	29
	35-44 years	30	41	26
	45-64 years	38	41	18
	65 years and over	40	41	15
Social Class of Head of Household	Professional	31	34	32
	Intermediate	31	38	28
	Skilled and semi-skilled non manual	33	45	22
	Skilled and semi-skilled manual	33	43	21
	Unskilled	42	34	23
	Others	43	37	18
Children in Household	Children aged 0-4 years	26	42	29
	Children aged 0-15 years	29	41	27
	No children aged 0-15 years	36	40	20
Household shopping	Very convenient	54	30	15
	Fairly convenient	19	56	24
	Not very convenient	10	32	56
	Very inconvenient	16	26	56

Men and women appear to find personal shopping equally convenient. On the other hand there are large differences between age groups, 29% of the 18-24 year olds finding shopping for personal items very inconvenient compared with 15% of those 65 and over.

Convenience of personal shopping seems to decrease with rising social class and with income. This is the reverse of the finding with regard to household shopping which was found less convenient by the older and less well off. Probably lower incomes mean less to spend on personal items and therefore inconvenience in shopping for these items.

There is a strong positive correlation between the convenience of personal shopping and the convenience of household shopping - informants who find household shopping very convenient are most likely to find personal shopping very convenient, and so forth.

Table 34

Diagram B

Reasons for saying personal shopping is convenient (question 17a)

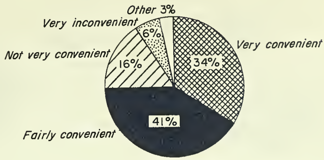
The reason most frequently given for saying personal shopping is convenient, mentioned by 29% of informants, is that there is a wide selection and adequate quality of shops and goods, and this is followed by 14% who say they live near shops and 14% who say that their personal shopping fits in with the rest of their

DIAGRAM B(i)

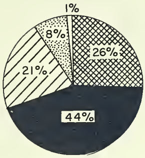
CONVENIENCE OF PERSONAL SHOPPING

Question 17

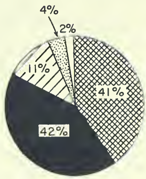
Answers of informants who do ANY shopping



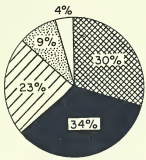
ALL INFORMANTS



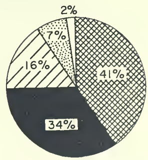
Informants aged
18-24 years



Informants aged
65 years and over



Informants where social class
of head of household
is professional



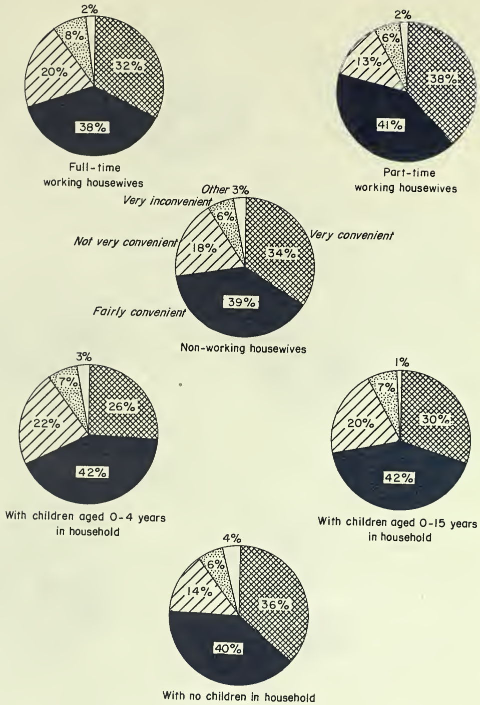
Informants where social class
of head of household
is unskilled

DIAGRAM B(ii)

CONVENIENCE OF PERSONAL SHOPPING

Question 17

Answers of informants who do ANY shopping



schedule. Quite a sizeable proportion mention convenient transport facilities: 10% find personal shopping easy to get because they use a car and the same proportion mention that they have a good public transport system they can use when doing their personal shopping, old people placing more emphasis on the latter point.

The proportion finding personal shopping convenient to get because it fits in with the rest of their schedule is higher among those who do no household shopping than among those who are mainly responsible or help with it (22% versus 11% and 15%). Probably those doing no household shopping have more time in which to do personal shopping.

Table 35

Reasons for saying personal shopping is inconvenient (question 17a)

The complaint most frequently voiced by those saying that personal shopping is inconvenient to them concerns the quality of the shops, which is said to be poor by 18% of all informants who do any personal shopping. Quite a large proportion of the answers concern journey difficulties: 12% find the transport difficult and 11% complain that it is a long way to go to the shops. Eight per cent of informants find that personal shopping does not fit in with their working hours or recreation.

Complaints about the quality of the shops are more frequent among women than among men (22% versus 12%) and most likely to be mentioned by informants who are mainly responsible for household shopping (22% versus 16% of those that only help and 9% of those that do no household shopping). Personal shopping not fitting in with working hours or recreation is a more common difficulty among men than among women (11% versus 5%), is high among the 18-24 year olds (17%), those that do no household shopping (14%) and is, as would be expected, a problem for working rather than non-working housewives.

Table 35

The major aspect of personal shopping in the minds of informants seems to be the location of shops providing an adequate selection and quality of goods. Shops of the desired quality tend to aggregate in recognised shopping centres, and a high degree of convenience in regard to personal shopping might well be found to relate to living within five minutes' walk of a centre large enough to contain a branch of Marks & Spencer. This theory would, however, be hard to test in the framework of a generalised study such as this.

VII Convenience of shopping — household shoppers

Convenience of buying at particular shops and shopping for certain items (questions 18-20).

In question 18 all informants who did any shopping at all were asked which shops they found particular difficulty in getting to.

No shops stood out as being particularly difficult to get to. The greatest proportion complaining did so in respect of clothing shops, and even here the figure was only 7% of all informants who do any shopping. The next most frequently mentioned shops were chemists 4%, and no other type of shop is referred to by more than 3% of informants.

Where clothing shops are concerned it is women (7%) rather than men (3%) who complain, and 25-34 year olds (11%) more than any other age group. This suggests the problems of the married woman with young children, and this is borne out by answers to question 19 which checked individually for different types of shops.

Table 36

Shops (etc.) found particularly difficult to get to:

	All informants
Base (no. of informants mainly responsible for household shopping)	*1414*
	%
Does not apply	77
Clothing shops	7
Chemists	4
Woolworths, Marks and Spencer's, Littlewoods, British Home Stores, Bazaars	3
Department store	2
Fishmongers	2
Supermarket	1
Shoe shops	1
Butchers	1
Ironmongers/hardware shop	1
Post office	1
Greengrocer, fruiterers	1
Furniture shops	1
Banks	*
Grocers	*
Bakers, confectioners	*
Public offices	*
Other specific shops	3
Type of shop not mentioned/not answered	2

Convenience of shopping for certain items (questions 19-20)

Whereas in question 18 informants were asked, without prompting, whether there were any shops which they found it particularly difficult to get to, questions 19 and 20 checked systematically the convenience or otherwise of obtaining a range of goods and of getting to places (chemist, post office, bank, town hall and other public offices) which could not be typified by types of commodity.

A summary of the answers in respect of each of the goods and shops/offices is shown below (the establishments are shown in parentheses).

	Very convenient	Very or fairly convenient	Not very convenient or very inconvenient
	%	%	%
Newspapers	83	91	5
Bread	79	94	4
Groceries	69	94	6
Meat	67	91	9
(Post Office)	67	90	9
Greengroceries	67	88	8
(Chemists)	57	81	18
Ironmongery	47	78	16
Fish	47	71	22
(Bank)	38	65	21
Shoes	38	74	25
Clothing	32	68	29
(Town Hall)	23	58	31

There is something of a division between Greengroceries and Chemists, all the items above this line being found at least fairly convenient of access by about 90% of the population, those below being found inconvenient to obtain or get to by substantial minorities. Looked at in this way the "relatively convenient" items are newspapers, bread, groceries, meat, the post office and greengroceries, and the "less convenient" ones are chemists, ironmongery, fish, the bank, shoes, clothing and the town hall. Inconvenience is experienced by a quarter or more of the population where shoes, clothing and public offices are concerned.

In the case of clothing the 25-34 year old group do not show up in the same way as they did with regard to finding some shops particularly difficult to get to, nor do female informants seem worse off than men, but it is notably those with children in the household who find it inconvenient to obtain clothing - 36% of those with children aged 0-15 in the household report this compared with 25% in households with no children.

Given that different sections of the population vary considerably with regard to how convenient on the whole they find getting in the shopping, it is interesting to examine the extent to which they differ as to what items are convenient or inconvenient to obtain.

The table (page 28) shows the proportion in each group who said that the listed items were "not very convenient" or "very inconvenient" to obtain or get to.

For "All informants" the average of the percentages for all items is 15.6, whereas for those who found shopping very inconvenient, the average is 33.2. Thus the proportion of the latter finding an average item inconvenient to obtain is just over twice the proportion for all informants. Hence we should expect, all things being equal, that each of the items would show a figure twice as high for them as for all informants, unless some things were disproportionately more or less convenient for them.

The table on page 29 shows the levels which would apply to each item if they were exactly in proportion to the averages. The figures are obtained by multiplying the figures in the "All Informants" column by the individual column average divided by the "All Informants" average. Thus if the average for one column were exactly double that of all informants then the "All Informants" figures would be doubled to provide the "expected" figures for the column.

It remains to see the extent to which the "observed" levels exceed the "expected". The simple differences in these levels are shown in the table on page 30. These have been derived by subtracting the "expected" levels from the "observed", so that where the former exceeds the latter a negative figure is shown.

Thus, among men the actual level of inconvenience reported in respect of obtaining bread is 4 points higher than would have been expected had all the differences from "All Informants" been in the same proportion, whereas "ironmongery" is five points lower than would be expected. These differences are relatively small and of no particular importance, but they do fit in with what might be expected of the male as opposed to the female shoppers: relatively speaking obtaining ironmongery poses less of a problem to him than it does to her, whereas bread is more her province than his.

Differences which are larger than chance alone would seem likely to allow have been ringed. The "Very Inconvenient" column contains some high readings, but the small base means that large fluctuations may well be due to chance alone.

It stands out from this table that the differences are, on the whole, very small, indicating that in most instances inconvenience is general, and does not stem from one particularl item or group of items. Thus informants with children aged 0-4 find greater inconvenience in obtaining items, on average, than do informants as a whole (their average for all items is 19.0% compared with 15.6% for all informants and 13.2% for those who have no children in the household). But all the items are more inconvenient for them to obtain by approximately the same factor, with the possible exceptions of meat (which may be proportionately more inconvenient for them than it is for other people) and the post office, which is less so.

The big differences are to be found in the "not very convenient" column. This is useful, because it provides an indication of what are the particular items that tend to make shopping "not very convenient" for these people. In the table of observed levels of inconvenience the highest levels recorded by these informants were in respect of clothing and shoes, each of which just over half found not very convenient or very inconvenient to obtain, and the town hall, difficult to reach for 53%. Clothing and the town hall are, however, among the worst problems for informants as a whole, and they do not stand out proportionately higher for those

who find shopping not very convenient than for all informants. (In fact the increase is rather less than "expected" in these instances.)

The items which do stand out, when looked at in this way, are greengroceries, groceries and meat, where the increase in inconvenience is higher than would be expected. It may be argued, therefore, that these are the particular items which weigh disproportionately heavily (perhaps literally) for those who do find a degree of inconvenience in their shopping. It would follow that an easing of their problems in respect of these particular items would make a disproportionate improvement in their shopping situation as a whole.

Tables 37-42
Diagrams C & D

DIAGRAM C

CONVENIENCE OF GETTING CERTAIN GOODS

Question 19

Answers of informants mainly responsible for household shopping

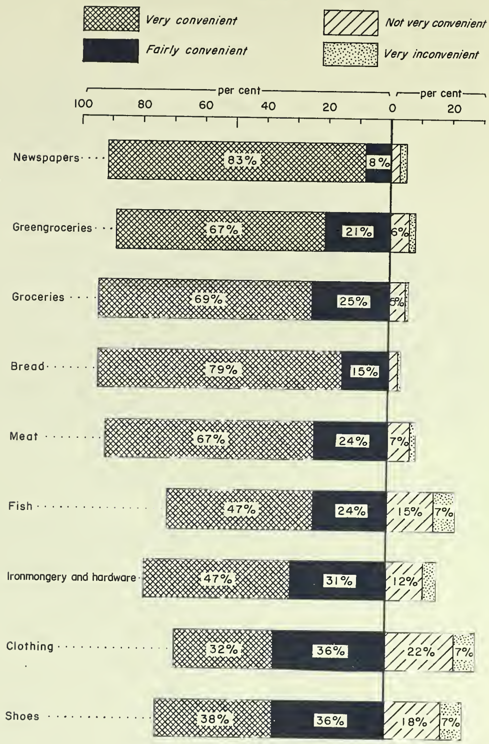
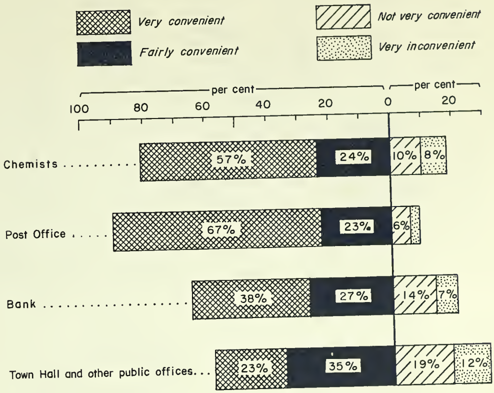


DIAGRAM D

CONVENIENCE OF GETTING TO CERTAIN SHOPS AND PUBLIC BUILDINGS

Question 20

Answers of informants mainly responsible for household shopping



Proportion reporting inconvenience - OBSERVED LEVELS

	All infts.	Sex		Children in H/H			Convenience of Shopping				Working housewives		
		Male	Female	aged 0-4	aged 0-15	None	Very conv.	Fairly conv.	Not very conv.	Very inconv.	Full time	Part time	Non-working
	%	%	%	%	%	%	%	%	%	%	%	%	%
Newspapers	5	5	5	4	3	5	2	6	11	6	5	1	5
Greengroceries	8	6	8	10	9	6	2	8	34	23	7	4	9
Groceries	6	7	6	8	7	5	1	4	32	27	5	4	6
Bread	4	8	4	2	2	2	1	4	16	10	8	1	3
Meat	9	9	9	16	11	7	2	10	29	33	11	5	10
Fish	22	17	22	28	27	17	15	24	46	30	25	23	21
Ironmongery	16	9	16	18	19	13	7	17	40	40	15	15	16
Clothing	29	28	29	38	36	25	20	33	54	54	30	29	29
Shoes	25	23	25	32	31	20	17	26	51	44	23	22	26
Chemists	18	13	19	22	21	16	12	20	40	37	20	12	21
Post Office	9	10	9	6	7	11	6	9	26	20	15	6	7
Bank	21	19	21	30	26	17	12	24	31	50	32	15	18
Town Hall	31	27	31	33	35	28	22	34	53	57	32	24	32
Average	15.6	13.9	15.7	19.0	18.0	13.2	9.2	16.8	35.6	33.2	17.5	12.4	15.6
Base (no. of informants mainly responsible for hh shopping	*1414*	*117*	*1295*	*280*	*575*	*828*	*663*	*584*	*141*	*30*	*315*	*198*	*814*

Proportion reporting inconvenience - EXPECTED LEVELS

	All infts.	Sex		Children in H/H			Convenience of Shopping				Working housewives		
		Male	Female	aged 0-4	aged 0-15	None	Very conv.	Fairly conv.	Not very conv.	Very inconv.	Full time	Part time	Non-working
	%	%	%	%	%	%	%	%	%	%	%	%	%
Newspapers	5	4	5	6	6	4	3	5	11	11	6	4	5
Greengroceries	8	7	8	10	9	7	5	9	18	17	9	6	8
Groceries	6	5	6	7	7	5	4	6	14	13	7	5	6
Bread	4	8	4	5	5	3	2	4	13	8	4	3	4
Meat	9	8	9	11	10	8	5	10	21	19	10	7	9
Fish	22	20	22	27	25	19	13	24	50	47	25	17	22
Ironmongery	16	14	16	19	18	14	9	17	36	34	18	13	16
Clothing	29	26	29	35	33	25	17	31	66	62	33	23	29
Shoes	25	22	25	30	29	21	15	27	57	53	28	20	25
Chemists	18	16	18	22	21	15	11	19	41	38	20	14	18
Post Office	9	8	9	11	10	8	5	10	21	19	10	7	9
Bank	21	19	21	26	24	18	12	23	48	45	24	17	21
Town Hall	31	28	31	38	36	26	18	33	71	66	35	25	31
Average	15.6	13.9	15.7	19.0	18.0	13.2	9.2	16.8	35.6	33.2	17.5	12.4	15.6

Differences between "Observed" and "Expected" levels of inconvenience

	All infts.	Sex		Children in H/H			Convenience of Shopping				Working housewives		
		Male	Female	aged 0-4	aged 0-15	None	Very conv.	Fairly conv.	Not very conv.	Very inconv.	Full time	Part time	Non-working
Newspaper	-	1	-	-2	-3	1	-1	1	-	-5	-1	-3	-
Greengroceries	-	-1	-	-	-	-1	-3	-1	16	6	-2	-2	1
Groceries	-	2	-	1	-	-	-3	-2	18	14	-2	-1	-
Bread	-	4	-	-3	-3	2	1	-	3	2	4	-2	1
Meat	-	1	-	5	1	-1	-3	-	8	14	1	-2	1
Fish	-	-3	-	1	2	-2	2	-	-4	-17	-	6	-1
Ironmongery	-	-5	-	-1	1	-1	-2	-	4	6	-3	2	-
Clothing	-	2	-	3	3	-	3	2	-12	-8	-3	6	-
Shoes	-	1	-	2	2	-1	2	-1	-6	-9	-5	2	1
Chemists	-	-3	1	-	-	1	1	1	-1	-1	-	-2	3
Post Office	-	2	-	-5	-3	3	1	-1	5	1	5	-1	-2
Bank	-	-	-	4	2	-1	-	1	-17	5	8	-2	-3
Town Hall	-	-	-	-5	-1	2	4	1	-18	-9	-3	-1	-

VIII Delivery services and mobile shops

The use of delivery services

Goods which informants have delivered (question 21).

Informants had read to them a list of various goods and asked which of these they had delivered to the house. It should be noted that no information on the frequency of deliveries was collected; hence while newspapers are probably a daily delivery, the fishmonger would probably call only once a week. Most informants (87%) said they had a milkman call (23% also claimed to buy other dairy produce besides milk from the milkman) and nearly two-thirds (65%) said that the newspapers were delivered. Just under a quarter (24%) said they had bread delivered, 12% greengroceries, the same proportion groceries and 8% had fish delivered.

A smaller proportion of men claim to have each type of commodity delivered than do women (the mean proportion of men having each item delivered is 24% compared with 31% of women) but this might be a measure of their (lack of) awareness of the delivery services used by their household. The 18-24 year olds are the least frequent users among the different age groups of delivery services: only 78% have milk delivered (16% have other dairy produce delivered), 44% have newspapers brought to the house and 13% have bread delivered.

Among housewives those working full-time are the least frequent users of delivery services, while part-time working housewives use delivery services to the same extent as non-working housewives.

Whether or not there are children aged 0-15 years in the household has little effect on the proportions having goods delivered.

Non car-owners living up to ½ mile (10 minutes walking distance) from the nearest shops are the least likely to have each commodity delivered (the mean proportion for these informants having each item delivered is 26%). Car owners living within half a mile of the nearest shops are slightly more likely than average to have goods delivered (mean proportion 33% versus 30% for all informants) perhaps because car ownership is biased towards the higher social class and income groups who are more likely to be regular users of delivery services. It is almost consistently the case that the higher up the social and income scales people are the greater the use of delivery services.

The difference in use of delivery services is small where the ownership of cars, refrigerators and deep-freezers is concerned, and it is likely that the small rise in the use of delivery services that goes with the ownership of these commodities is simply a reflection of the higher income and social status of the owners.

On the other hand informants who do no shopping because they are sick or disabled make more frequent use of delivery services than those who are mainly responsible for the household shopping, the mean proportion having each commodity delivered being 40% compared with 30%, so that need comes into the picture, as well as income.

There is no correlation between usage of delivery services and how convenient informants find their household shopping overall. However, in the following table the proportion using a delivery service for each item is analysed by informants' answers to question 19, which was concerned with the convenience of getting the particular item.

Use of delivery services

	Convenience/Inconvenience				
	Very convenient	Fairly convenient	Not very convenient	Very inconvenient	Does not apply/not answered
	%	%	%	%	%
Newspapers	72	41	31	10	19
Bread	28	9	-	3	4
Meat	17	6	4	4	-
Greengroceries	15	5	6	12	10
Groceries	14	8	6	-	1
Fish	11	5	1	4	1

Thus in each case there is a high correlation between using a delivery service for a particular item and the convenience found in getting it. Hence 72% of informants who find newspapers very convenient to get have them delivered to the house compared with 10% of informants who find newspapers very inconvenient to get. Why this 10% find newspapers inconvenient to obtain when they have them delivered to the house is open to speculation.

Table 43
Diagram E

Reasons why informants do not have milk delivered (question 21a)

Only 186 informants mainly responsible for household shopping (that is 13% of the total) do not have milk delivered. Over a third of these (39%) say they use very little milk and nearly a quarter (23%) say the shops are so handy that it is not worthwhile having it delivered. Thirteen per cent say that there is no one at home to receive the milk if it were delivered (only 78% of full-time working housewives have milk delivered compared with 89% of non-working housewives) and 11% say that the delivery service is unsatisfactory. Ten per cent say they have no choice in the matter, because there is no delivery service available to them.

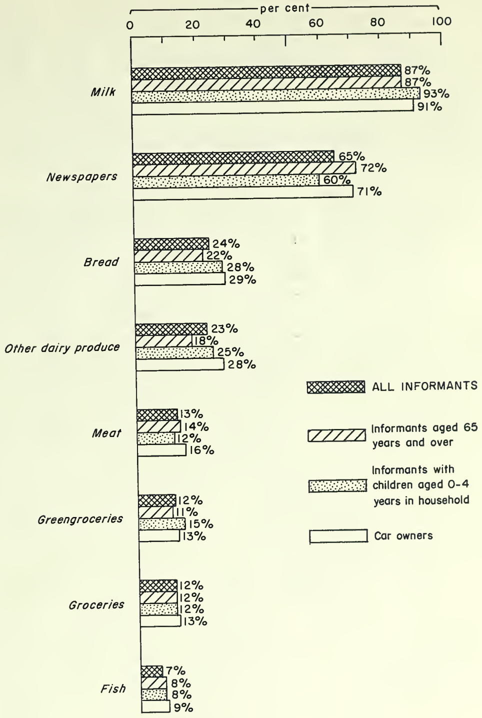
Table 44

DIAGRAM E

PROPORTION HAVING VARIOUS GOODS DELIVERED

Question 21

Answers of informants mainly responsible for household shopping



Reasons why informants do not have bread delivered (question 21b)

Non-availability of a delivery service figures far more prominently for bread than it did for milk, and is mentioned by nearly a quarter of those who do not have bread delivered (24%). However, the major reason put forward is again that consumption is small (34%) followed by the nearness or handiness of shops (28%). Twelve per cent of all informants say that there would be no-one at home when the baker called, and this answer is given by 26% of full-time working housewives. Quite a sizeable proportion of informants are critical of delivery services: 7% believe they get better quality from the shops, 6% say they like to see what they are buying and 5% say that for one reason or another they find the delivery service unsatisfactory.

Criticisms of the service are more frequently voiced by informants from lower social class households. Thus while answers expressing criticism add up to only 10% (including multi-coding) where the head of the household is in a professional occupation it rises to a third (33%) of informants where the household head has an unskilled job. The outstanding difference is that informants from unskilled households are far more likely to say that they are concerned with the quality (17% of them think that better bread can be bought from a shop) than are informants from professional households (where the proportion is only 2%). There are three per cent of informants who say it is cheaper not to have the bread brought to the house and all these informants are from the bottom three income groups in which the head of household earns up to £35 a week, net of deductions.

Full-time working housewives and informants from households with no children are the most inclined to say they do not have the bread delivered because there would be no-one at home when the baker called. It is informants from households with no children (the mean number of people in such a household is just over two compared with 3.1 for the average household) who most frequently answer that the demand for bread in their household is too small to warrant having a baker call.

Table 45

Reasons why informants do not have groceries delivered (question 21c)

A sizeable proportion of informants (28%) say there is no groceries delivery service available, nearly a quarter (23%) that they do not have their groceries delivered because it is cheaper not to and 21% say there is a grocery shop which is easy to get to. Nineteen per cent say that they do not want groceries delivered because they want to see what they are buying (compared with 6% who give this answer with respect to bread and none for milk). Fourteen per cent of informants say their demand for groceries does not warrant using a delivery service and 10% prefer the variety of choice they get in a shop.

The proportion saying there is no delivery service for groceries varies from 26% of informants in unskilled households to 36% of informants from professional households and this answer is also more frequent in the more wealthy households. It is a matter for speculation whether this difference reflects varying levels of awareness of delivery service, or of different priorities.

As in the case of bread deliveries, it is informants from smaller households, that is those with no children, who are most likely to say they do not have the groceries brought to the house because their weekly consumption does not make it worthwhile (20% of these informants give this answer) and full-time working housewives who most frequently say there would be no-one at home to receive the delivery.

Table 46

The following table shows the comparative figures for the major reasons for not having deliveries of milk, bread and groceries.

	Milk	Bread	Groceries
Base (informants not using a delivery service)	*186*	*1073*	*1242*
	%	%	%
Demand too small	39	34	14
Shops nearby, handy	23	28	21
No-one at home to collect	13	12	5
Delivery service unsatisfactory	11	5	5
No delivery service	10	24	28
Cheaper not to have delivered	3	3	23
Like to see what I'm getting	-	6	19
Prefer variety	*	1	10

"The demand is too small" is of major importance where milk and bread are concerned but not for groceries. The reverse is true for "it is cheaper not to have it delivered" and "I like to see what I am getting". But these "reasons" may, of course, represent no more than plausible rationalisations.

The use of mobile shops

The proportion of people mainly responsible for the household shopping who say that such a mobile shop visits their district is as follows:

		%
All informants mainly responsible for household shopping		29
Sex	Male	33
	Female	29
Age	18-24	19
	25-34	36
	35-44	32
	45-64	30
	65+	22
Working housewives	Full-time	28
	Part-time	28
	Non-working	30
Children in household	Children aged 0-4	32
	Children aged 0-15	36
	No children aged 0-15	24

Facilities	Car owners	32
	Refrigerator/Deep-freeze owners	28
Convenience of household shopping	Very convenient	29
	Fairly convenient	28
	Not very convenient	30
	Very inconvenient	43†

† Small base (30)

Twenty-nine per cent of informants mainly responsible for household shopping said that a mobile shop visits their district. The low proportion reporting this among the young and old probably reflects no more than lack of awareness. There is also a low proportion saying a mobile shop visits their district among informants from households with no children (24%). The exceptionally high proportion reporting a delivery among informants finding household shopping very inconvenient is based on only 30 informants and so could quite easily be a statistical quirk, although it would appear reasonable both for mobile shops to concentrate their efforts on areas where shopping is inconvenient, and for inhabitants of such areas to be particularly aware of mobile shops.

If a mobile shop was said to visit the district, it was then asked:

"Do you ever use it?" (question 22a)

Thirty-two per cent of informants who know of a mobile shop which visits the district (or 7% of all informants mainly responsible for household shopping) say they use at least one mobile shop. Seven per cent (or 2% of all informants) say they use more than one. Non-working housewives are more inclined to use a mobile shop than those who are working (full-time or part-time) but do not differ from the average informant. Informants from households containing children aged 0-4 years also have a high propensity to make use of a mobile shop, 41% doing so. Informants using a mobile shop tend also to be those finding shopping not very convenient.

		Proportion using mobile shops	
		One	More than one
		%	%
All informants mainly responsible for household shopping		7	2
Sex	Men	10	3
	Women	7	2
Age	18-24	2	1
	25-34	10	3
	35-44	7	2
	45-64	7	2
	65+	7	1
Working housewives	Full-time	5	2
	Part-time	7	1
	Non-working	8	2
Children in household	Children 0-4	10	2
	Children 0-15	9	3
	No children 0-15	6	1

	Car owners	7	2
	Refrigerator/Deep-freeze owners	6	2
Convenience of household shopping	Very convenient	6	1
	Fairly convenient	8	3
	Not very convenient	8	4
	Very inconvenient	20†	-†

† Small base (30)

Men who are responsible for the household shopping are more frequent users of mobile shops than are women (13% versus 9%) in spite of, or because of their lower awareness of delivery services. Young informants, aged 18-24 years, very rarely use a mobile shop (3%) presumably because they are out at work during the day (7% of full-time working housewives make use of a mobile shop). On the other hand those aged 25-34 years, who include a high proportion of young marrieds with children, have a higher propensity to use a mobile shop, 13% doing so.

Table 47

Diagram F

"What kinds of goods do you buy from it/them?" (question 23)

Forty-nine per cent of the customers of mobile shops buy greengroceries from them, and 47% groceries. Fish is purchased by 27%, tobacco and confectionery by 25%, meat (17%), toilet goods (13%), other household goods (13%) and bread (12%).

Sweets and tobacco are more likely to be bought from mobile shops where there are children aged 0-15 years in the household, 31% of such households doing so compared with 19% of households without children. Households containing younger than average adults tend to smoke more: the sweets are presumably for the benefit of the children and their dentists.

Ownership of a refrigerator or deep-freeze does not appear to influence the purchase of fish or meat from mobile shops (27% and 17% for all users versus 26% and 16% for refrigerator or deep-freeze owners).

Table 48

Reasons for using mobile shop (question 24)

Thirty-six per cent said they used a mobile shop because it is convenient to be able to get something without having to go out, which seems unarguable, while 24% find it useful to buy the odd thing, either when they cannot get it in the local shops or when they have run out of something. Fifteen per cent mention the convenience of not having to carry the shopping, 3% of the informants have no choice in the matter because there are no local shops and for 2% of informants the mobile shop is useful because a disability prevents their going to the shops.

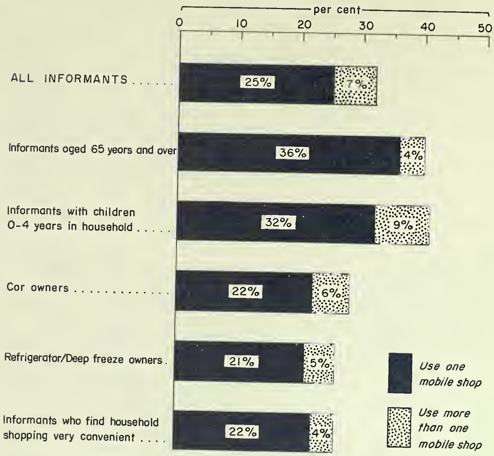
Table 49

DIAGRAM F

PROPORTION OF THOSE INFORMANTS WHO HAVE A MOBILE SHOP VISITING THE DISTRICT, WHO USE IT

Question 22

Answers of informants mainly responsible for household shopping



Reasons for not using mobile shop (question 24)

Twenty-six per cent of informants feel that goods are more expensive from the mobile shop, 16% say they are not usually in when the mobile shop calls, 15% say that it is just as convenient to shop elsewhere and 13% buy in bulk from the ordinary shops.

Full-time working housewives are most likely to say they are normally out when the shop calls, 49% giving this answer compared with 13% of part-time working housewives and 4% of non-working housewives.

Informants with children aged 0-15 years in the household are more likely than others to find it just as convenient to shop elsewhere, 19% saying the local shops are handy compared with 11% of informants from households without children.

Car owners are more than averagely inclined to say that they have no need to use a mobile shop because they buy in bulk from shops (17% versus 13%) but on the other hand car ownership does not affect the propensity of informants to say that they find it just as convenient to shop elsewhere (16% versus 15%).

Table 50

IX Knowledge of and attitude towards present shop hours and legislation

Present hours and reaction to possible change

(Question 25) "Thinking about shops in general again can you tell me what you think about the hours at which shops are open?"

This question was asked in order to gauge people's spontaneous reactions when asked their opinion on shop hours in general - only an overall "feeling" was expected from this question. In fact, only a little over a third of informants mainly responsible for the household shopping (38%) expressed any views at all, indicating either apathy or else contentment with the present shop hours. The answers ranged widely from views on weekend opening to opinions on who should decide the hours at which shops are open.

The most frequent answer, given by 13% of those mainly responsible for household shopping, is that shops should close later in the evenings. This proportion rises to 17% among the 18-24 year olds, informants from professional households and full-time working housewives.

A sizeable proportion of those who expressed opinions (21%, or 8% of all informants mainly responsible for household shopping) were concerned with the hours that shop assistants have to work and suggested shorter hours on all or most days, or a five day week for staff regardless of the opening hours of shops.

There is a close correlation between the satisfaction informants express with the present shop hours in part (a)* of this question and the proportion having something to say about the hours at which shops are open. Only a quarter of those who said they were in general very satisfied with the present shop hours had given any indication of what they thought of them while nearly all (98%) of those not very satisfied with them had done so. Thus, while only 7% of the "very satisfied" said shops should close later in the evenings generally, 63% of the "not very satisfieds" did so and while only 4% of the "very satisfieds" felt that specific types of shops/offices should stay open longer or suit hours more towards the need of the public, 18% of the "not very satisfieds" gave this answer.

This is an interesting example of the kind of bias to which "open" questions are subject. Those with a complaint to make are more likely to answer than are those who are satisfied. The same situation holds, of course, with regard to unsolicited comment, letters and telephone calls.

Table 51

*"How satisfied are you with the present hours at which shops are open, as they affect you personally ...?"

Satisfaction with shop hours (question 25a)

Informants were asked whether they were very satisfied, fairly satisfied or not very satisfied with the present shop hours as they affected them personally. Just over two-thirds (69%) said they were very satisfied with the present shop hours and the majority of the remaining informants (26%) were fairly satisfied (it will be recalled that in the previous question only 38% of informants mainly responsible for the household shopping had any views on shop hours). Only 5% of informants went so far as to say that they were not very satisfied with the present hours.

Women appear, on the whole, to be more satisfied with the present situation than do men, 70% being very satisfied compared with 59% of men, perhaps because a higher proportion of men have a full-time job. The old, as usual, seem to be the most content (83% of the over 65's being very satisfied) while the 18-24 year olds are less content, only 50% being very satisfied. A high proportion of the 18-24 year olds are in full-time employment and hence more restricted as to the times at which they can do their shopping.

There are only small differences by social class and income of the head of household. There are, however, a few large regional variations. Informants in Wales or in the South West are far more favourable to shop hours than those elsewhere (85% for Wales, and 81% for the South West answering "very satisfied"), related perhaps to the fact that these areas contain a higher than average proportion of old people. Scotland has the lowest degree of satisfaction, only 62% being very satisfied.

Full-time working housewives are the most dissatisfied with the present shop hours, only 55% feeling very satisfied compared with 74% of non-working housewives. Children in the household also affect attitudes, 64% of informants with children aged up to 15 years in the household being very satisfied with present shop hours compared with 72% of informants from child-free households.

Naturally there is a high correlation between how convenient informants find household shopping and how satisfied they are with present shop hours.

Proportion "very satisfied" with present hours	
	%
All informants mainly responsible for household shopping	69
Informants finding household shopping:	
Very convenient	80
Fairly convenient	60
Not very convenient	60
Very inconvenient	33
The base for those who find household shopping very inconvenient is only 30.	

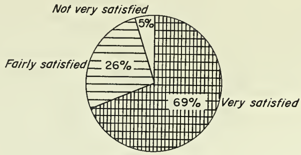
Table 52
Diagram G

DIAGRAM G(i)

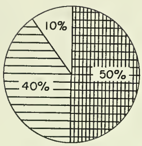
SATISFACTION WITH THE PRESENT HOURS AT WHICH SHOPS ARE OPEN

Question 25(a)

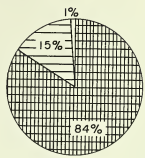
Answers of informants mainly responsible for household shopping



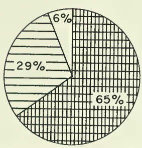
ALL INFORMANTS



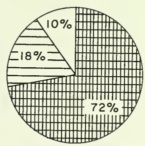
Informants aged 18-24 years



Informants aged 65 years and over



Informants where social class of head of household is professional



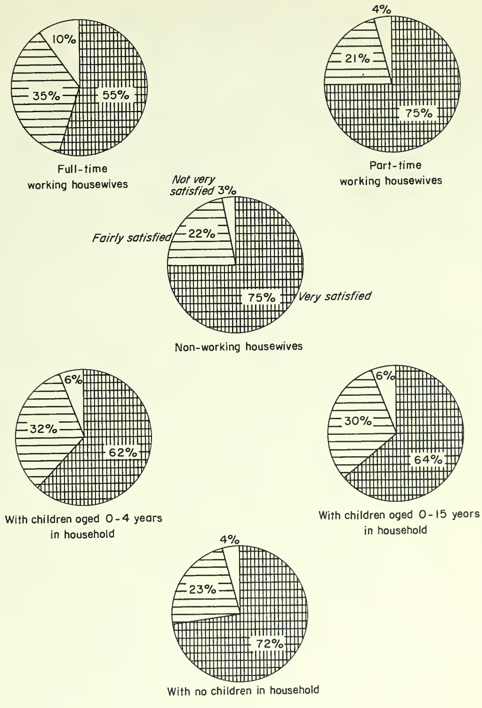
Informants where social class of head of household is unskilled

DIAGRAM G(ii)

SATISFACTION WITH THE PRESENT HOURS AT WHICH SHOPS ARE OPEN

Question 25(a)

Answers of informants mainly responsible for household shopping



"Do you happen to know what hours shops are allowed to be open?" (question 26)

Only 28% of informants mainly responsible for household shopping claimed to know what hours shops are allowed to be open and there is hardly any variation in this percentage between the sexes (30% for men and 27% for women). The 18-24 year olds are least likely to say they know the present hours only, 18% doing so.

Proportion claiming to know the hours that shops are allowed to open		
		%
All informants mainly responsible for household shopping		28
Sex	Male	30
	Female	27
Age	18-24	18
	25-34	26
	35-44	27
	45-64	33
	65+	23

"What hours are they allowed to be open?" (question 26a)

Informants' beliefs bear no relation to the law but closely follow practice. Thus 78% of those who claimed to know the law said shops could open between 8 a.m. and 9.30 a.m. (29% 8-8.59 a.m. and 49% 9-9.30 a.m.) and 42% said they should close between 5.30 p.m. and 7 p.m. (42% 5.30-5.59 p.m. and 37% 6-6.59 p.m.).

Table 53

Informants' view on whether shop hours should be changed (question 27)

The majority of informants mainly responsible for household shopping (60%) did not think that the hours during which shops are open should be changed in any way, 35% felt they should and 5% did not know.

The 65 year olds and over appear to be the most content with present practice. Seventy-two per cent of them would not like to see any change and only 18% thought there should be some change.

The proportion in favour of change is directly related to the social class and income of the head of household. Thus, informants from professional and high income households (who are also the least likely to be "very satisfied" with the present hours) are more inclined towards altering the present opening hours than are those from other economic grades. Similarly a high proportion of working housewives would like to see a change (44% of full-time working housewives versus 32% of part-time or non-working housewives).

The proportion supporting modifications to the present shop hours appears to be related to how convenient informants find household shopping, how convenient they find personal shopping and how satisfied they are with the present shop hours, but it is perhaps somewhat surprising that the relationship with convenience is not

stronger. Thus, 31% of those who find their household shopping very convenient are in favour of changing shop hours, and while the proportion is higher in the case of those who find their household shopping less convenient the differences are not very great:

Proportion who consider that shop hours:	Household Shopping		
	Very convenient	Fairly convenient	Not very convenient or very inconvenient
	%	%	%
Should be changed	31	38	42
Should not be changed	64	57	52
Don't know/no answer	5	5	6
Proportion of household shoppers who consider that shop hours:	**Very convenient**	**Fairly convenient**	**Not very convenient or very inconvenient**
	%	%	%
Should be changed	30	36	41
Should not be changed	65	60	55
Don't know/no answer	5	4	4

Thus it appears that the hours of shop opening, while they are a part of the convenience or otherwise of shopping, are not the the whole story. As has been seen earlier, another part of the problem is the location of the shops, in terms of the distance that the shopper has to travel, and the means which she or he has of getting to them. The most convenient journeys are short ones on foot, followed by journeys by private car, with journeys by public transport, particularly the longer ones, being the least convenient. Where personal shopping is concerned it is lack of adequate shops in the vicinity which seems most likely to give rise to inconvenience.

Table 54

Ways in which shop hours should be changed (question 27a)

By far the most frequently wanted change is later closing in the evenings, mentioned by 43% of all household shoppers. Another 19% would like to see late night closing once or twice a week. These answers are reflected in the response to question 25 which was concerned with what, in general, informants thought about the hours at which shops are open. Fourteen per cent of informants would like to see shops open during lunch-time. Answers implying the shortening of present hours are most frequently concerned (in 14% of cases) with shorter hours for the sake of shop workers.

There appears to be greater concern for the shopworkers among women than among men, 12% favouring shorter hours for the benefit of the shop worker compared with 2% of men, 6% feeling the staff should work a five day week (no men mentioned this), and 15% that the staff should be on a shift or rota system (compared with 9% of men). On the other hand, a greater proportion of women than of men would like to see shops open during the lunch hour (14% versus 9%).

Working housewives (full-time and part-time) show greater consideration for the shop worker than the average informant. On the other hand, there is little difference between the proportion of working housewives and the proportion of non-working housewives wanting shops to close later in the evenings (42% versus 44%), or who favour late night closing (18% in both cases), or lunch-time opening (13% versus 15%).

Children in the household do not affect answers. Those finding household shopping not very convenient or very inconvenient are more inclined than others to want shops to close later in the evenings (60% versus 40%) but are less likely to ask for late night closing once or twice a week (10% versus 19%). They are also less likely, on the whole, to consider the shop worker.

In summary, the level of spontaneous reaction towards shop hours in general is very low, only 38% expressing views, probably because two-thirds (69%) are very satisfied with the present shop hours and 26% are fairly satisfied. The 5% who are not very satisfied with the present shop hours are most likely to want later closing in the evenings (63% of these informants expressing such a wish). Taking into account the level of satisfaction with the present shop hours it is not surprising that only 35% of informants mainly responsible for household shopping feel that the hours should be changed. The majority of those wanting changes would like to see an extension of evening shopping hours, 43% mentioning later closing in the evenings and 19% late night closing days.

Table 55

Reasons for wanting shop hours changed (question 27b)

Informants' main hope (mentioned by 63%) when asking for changes in shop hours is that the alterations will help those people who work. Other major reasons are for general convenience (20%) so that shop workers may have shorter hours (12%) and to help shop workers to do their own shopping (10%).

Table 56

Reasons for wanting hours to remain unchanged (question 27c)

Unsurprisingly, the majority (86%) of informants mainly responsible for household shopping who feel shop hours should not be changed are quite happy with the present hours. There is, however, some concern expressed for shopworkers, 17% feeling that any change would be to the detriment of the shop workers.

Table 57

Fifty-five per cent of informants mainly responsible for household shopping favour individual shops deciding their own hours, 33% are against and 10% are undecided: thus there is a 5 to 3 majority in favour.

For all main sub-groups there are more in favour of the idea than against, the majority increasing to 2:1 among males. While the majority in favour is only 9:7 among the 65 year olds and over, it is 11:6 among the 18-24 year olds. Men and young people appear on the whole to be less conservative than other groups.

The proportion expressing an opinion increases with rising social class but the size of the majority in favour fluctuates.

The majority in favour of shops deciding hours for themselves decreases from 64:36 where income of the head of the household is up to £25 a week to 54:46 where the income is £60 or over (the base for this latter figure is only 27 informants but the trend is uniform). In line with other findings in this survey social reform seems to have more support from professional and high income households than from working class, low income households.

A larger majority of working than non-working housewives are in favour, 65% in favour versus 35% against compared with 60% versus 40%.

The presence of children in the household does not affect the relative proportions in favour and against although a greater proportion of those from households with no children are undecided about the matter.

Those informants finding household shopping either not very convenient or very inconvenient are relatively more in favour than those finding it very or fairly convenient. On the other hand the proportions do not differ to any great extent when analysed by how convenient the informant finds early closing day.

Those in favour of individual shops deciding their own hours as a percentage of those expressing an opinion (don't know's excluded):

		%
All informants mainly responsible for household shopping		62
Sex	Male	67
	Female	62
Age	18-24	68
	25-34	60
	35-44	65
	45-64	65
	65+	
Income of Head of Household	Up to £25	64
	£25 - £30	60
	£30 - £35	57
	£35 - £50	57
	£50 - £60	72†
	£60+	54

† Base of only 18 informants.

Table 58
Diagram H

Selling goods on Sundays

Whether informants knew that shops are supposed to sell only certain types of goods on a Sunday (question 29)

Over three-quarters (79%) of household shoppers in England and Wales said they knew that shops are supposed to sell only certain types of goods on a Sunday.

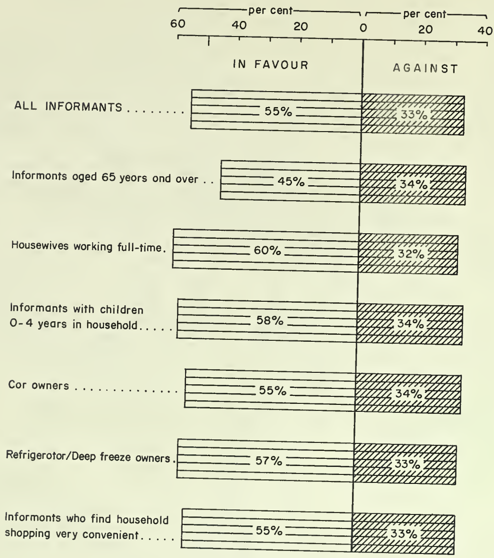
Table 59

DIAGRAM H

WHAT INFORMANTS THINK OF THE IDEA THAT INDIVIDUAL SHOPS THEMSELVES COULD DECIDE THE HOURS DURING WHICH TO OPEN

Question 28

Answers of informants mainly responsible for household shopping



Early closing day

"What day is early closing day here (where you do your household shopping)?" (question 34)

Wednesday is early closing day for most informants (55%), for 30% of informants it is Thursday, 10% Tuesday and 9% Monday.

Table 64

"How convenient or inconvenient do you find early closing day?" (question 35)

		Proportion who find early closing day			
		Very convenient	Fairly convenient	Not very convenient or very inconvenient	Not bothered Don't know
		%	%	%	%
All informants mainly responsible for household shopping		35	25	13	26
Sex	Male	27	34	10	29
	Female	35	24	14	26
Age	18-24	25	31	26	18
	25-34	26	30	24	20
	35-44	27	30	18	25
	45-64	38	23	7	31
	65+	48	20	4	27
Social Class of Head of Household	Professional	16	25	21	37
	Intermediate	31	27	19	23
	Skilled & semi-skilled non manual	37	24	12	26
	Skilled & semi-skilled manual	34	28	11	26
	Unskilled	46	11	11	33
	Other	48	15	8	28
Working housewives	Full-time	27	22	19	31
	Part-time	36	25	10	29
	Non-working	38	26	12	24
Children in household	Children aged: 0-15 years	28	29	18	24
	No children aged 0-15 years	39	23	10	28
Convenience of household shopping	Very convenient	49	19	9	22
	Fairly convenient	29	30	14	27
	Not very convenient	26	29	18	27
	Very inconvenient	25	20	37	26

The main point of interest is the proportion in each case saying that early closing day is either "not very convenient" or "very inconvenient". Overall the proportion saying this is not very large, at about one household shopper in eight. There is no real difference by sex of shopper, but younger shoppers, those from professional households, full-time workers and those with children all contain higher proportions

finding early closing day not very convenient or very inconvenient. There is also a close relationship between the convenience of household shopping in general and the convenience or otherwise of early closing day. Among those who find household shopping very convenient only 9% say that early closing day is not convenient, whereas among those whose shopping is very inconvenient 37% do so.

A similar relationship exists between how convenient informants find personal shopping and how convenient they find early closing day. This does not, on its own, allow one to conclude that the inconvenience of early closing day causes the general inconvenience of shopping for some customers. It proves merely that a connection exists. It may be, for example, that some people simply have a tendency to regard all aspects of shopping as inconvenient. On the other hand if distance from the shops is inconvenient, then early closing may be an annoying, added inconvenience.

Table 65

"Do you think there should be the same closing day for the whole district or do you think shops should decide on their own individual early closing days?" (question 36)

Exactly half of informants mainly responsible for household shopping feel that the choice of early closing day should be left to the individual shops. On the other hand, a significant proportion (30%) feel that early closing day should be the same for the whole district and 11% say there should be staggered early closing days for the whole district.

The proportion saying that early closing day should be left to the shops to decide is below average (30%) where the social class of the head of household is professional, this group being more inclined to favour a fixed day for the whole district, and different days for neighbouring districts. Their mobility may well be above the average, of course.

Non-working housewives are more likely to want staggered days for the whole district than working housewives (13% versus 9%).

Table 66

Summary

A simple majority of informants favours giving shops freedom to choose their own hours, in general, and in particular with regard to Sunday and evening sales in England and Wales. Exactly half would extend this freedom to early closing day. This is in contrast with the situation regarding public houses, where the majority oppose such freedom. There is, however, a strong strand of opposition to such freedom, which is expressed by about a third of informants. About half this opposition (perhaps more) probably arises from concern for the shop-workers' position, which would evidently need careful protection in the event of any change in the law.

Informants' views on the law regarding the sale of goods on Sundays (question 30a)

The reaction of half (51%) of informants was to say that the law is stupid and outdated, while, on the other hand, 34% said they are opposed to Sunday opening. Other answers include "the shopkeeper should decide" and "certain goods should be sold on Sundays", each mentioned by 6% of informants, and "the law encourages people to break it", given by 3%.

Table 60

Changes informants would like to see in the law where Sunday is concerned (question 31a)

Nearly a third of informants (32%) felt that shops should be allowed to sell what they like at any time while just under a quarter (24%) expressed satisfaction with the present laws and 17% opposed Sunday opening. Thirteen per cent said the shopkeeper should decide whether or not to open on a Sunday, 10% felt that shops should open on Sundays and 6% said that only certain goods should be sold on Sundays.

Table 61

Selling goods in the evenings

Whether informants knew that shops are supposed to sell only certain types of goods in the evening (question 29)

Only 29% of informants claimed to know of this law compared with 79% for Sunday opening.

Table 59

Informants' views on the law regarding the sale of goods in the evening (question 30b)

Over half of informants (56%) mainly responsible for household shopping and living in England and Wales feel that the law is stupid and outdated, 8% say that shops should open in the evenings, and 6% feel that it should be left to the shopkeeper to decide. On the other hand, 30% are opposed to evening opening and 3% believe that only certain goods should be sold in the evenings.

Table 62

Changes informants would like to see in the law where evenings are concerned (question 31b)

As with Sunday opening, approximately a third (35%) would like to allow shops to sell what they like at any time. In the same vein, 16% said shops should open in the evenings and 10% feel the shopkeeper should decide. Twenty-six per cent are satisfied with the present law and 6% go so far as to say that they are opposed to evening opening.

Table 63

Tables

Notes

1. Tables do not always add to 100% where this is shown as the total. This is because of the effect of rounding percentages to the nearest whole number.

2. The numbers in the sub-groups (eg. male, female) do not always add to the total number of informants (2,747) because in a small number of cases the sex or other detail was not shown on the questionnaire. These questionnaires have been included in the total but not in the breakdowns.

3. Throughout the tables an asterisk (*) denotes 0.5% or less in the category whereas a dash (-) represents no answers in the category.

Table 1 Whether informant is mainly responsible for household shopping, helps with it or only does own personal shopping - question 1

(i) Analysed by Sex and Age

	All informants	Sex		Age				
		Male	Female	18-24	25-34	35-44	45-64	65+
	%	%	%	%	%	%	%	%
Mainly responsible for household shopping	52	10	85	29	54	55	54	54
Helps with household shopping	23	42	7	28	26	22	21	21
Only personal shopping	19	37	5	41	17	19	18	10
No shopping at all	6	10	3	2	3	3	7	15
Not answered	*	*	*	-	-	*	-	-
Total	100	100	100	100	100	100	100	100
Base (no. of informants)	*2747*	*1215*	*1528*	*325*	*483*	*495*	*929*	*481*

(ii) Analysed by Social Class of Head of Household

	Social Class of Head of Household					
	Professional	Intermediate	Skilled & semi-skilled non-manual	Skilled & semi-skilled manual	Unskilled	Other
	%	%	%	%	%	%
Mainly responsible for household shopping	51	54	50	50	50	60
Helps with household shopping	29	24	24	22	23	18
Only personal shopping	17	18	19	21	23	11
No shopping at all	2	4	7	7	4	12
Not answered	1	-	-	*	-	-
Total	100	100	100	100	100	100
Base (no. of informants)	*136*	*464*	*409*	*1358*	*119*	*227*

(iii) Analysed by Income of Head of Household

	Income of Head of Household					
	Up to £25	£25-£30	£30-£35	£35-£50	£50-£60	£60+
	%	%	%	%	%	%
Mainly responsible for household shopping	53	48	48	42	60	42
Helps with household shopping	21	26	30	32	27	23
Only personal shopping	18	21	19	19	13	28
No shopping at all	8	5	3	7	-	6
Not answered	*	-	-	1	-	-
Total	100	100	100	100	100	100
Base (no. of informants)	*1744*	*342*	*171*	*174*	*30*	*64*

(iv) Analysed by Working Housewives and Children in Household

	Working housewives			Children in household		
	Full-time	Part-time	Non-working	Children 0-4	Children 0-15	No children 0-15
	%	%	%	%	%	%
Mainly responsible for household shopping	94	96	91	54	60	66
Helps with household shopping	5	2	3	25	27	29
Only personal shopping	2	2	2	18	10	2
No shopping at all	*	–	4	3	2	4
Not answered	–	*	–	–	*	–
Total	100	100	100	100	100	100
Base (number of informants)	*337*	*206*	*896*	*521*	*951*	*1263*

(v) Analysed by Convenience of Household Shopping

	Household shopping			
	Very convenient	Fairly convenient	Not very convenient	Very in-convenient
	%	%	%	%
Mainly responsible for household shopping	73	66	72	67
Helps with household shopping	27	34	28	33
Only personal shopping	–	–	–	–
No shopping at all	–	–	–	–
Not answered	–	*	–	–
Total	100	100	100	100
Base (no. of informants)	*907*	*892*	*182*	*45*

(vi) Analysed by Housewives with Children

	All informants	Housewives with children		
		Children 0-4	Children 0-15	No children 0-15
	%	%	%	%
Mainly responsible for household shopping	92	95	96	90
Helps with household shopping	3	2	2	4
Only personal shopping	2	2	1	2
No shopping at all	3	*	*	4
Not answered	*	–	*	–
Total	100	100	100	100
Base (all housewives)	*1439*	*283*	*567*	*862*

Table 2 Reasons why informants don't do any shopping - question 2

(i) Analysed by Sex and Age

	All informants	Sex		Age	
		Male	Female	18-64	65+
	%	%	%	%	%
Spouse does it	31	42	2	40	18
Sick, disabled	30	14	69	13	54
Dislike shopping	15	21	-	25	1
Too old	12	6	28	-	28
Member of household does it	9	10	6	12	5
No need to do it	4	6	2	6	3
Person outside household does it	1	1	2	-	3
I have no money	1	2	-	1	1
Other	19	25	4	29	5
Not answered	1	1	2	2	-
Base (non-shoppers)	*177*	*127*	*50*	*101*	*74*

Table 3 How non-shoppers' shopping is done - question 3

(i) Analysed by Sex and Age

	All informants	Sex		Age	
		Male	Female	18-64	65+
	%	%	%	%	%
Spouse does it	61	79	16	82	35
Other relative does it	29	16	61	19	45
Delivery service	9	6	16	7	12
Neighbour/friend does it	6	2	16	1	12
Other answers	9	4	22	3	18
Not answered	2	2	-	2	1
Base (non-shoppers)	*177*	*127*	*50*	*101*	*74*

Table 4 "Does the household own or have the use of a car, a refrigerator, a deep-freeze?" - question 12
Answers of informants who are mainly responsible for household shopping

(i) Analysed by Social Class of Head of Household

	All informants	Social Class of Head of Household					
		Professional	Intermediate	Skilled & semi-skilled non manual	Skilled & semi-skilled manual	Unskilled	Other
	%	%	%	%	%	%	%
Household owns or has use of:							
Car	55	88	78	55	54	28	18
Refrigerator	70	94	85	68	70	50	45
Deep-freeze	6	14	10	5	4	2	2
Base (informants mainly responsible for household shopping)	*1414*	*69*	*250*	*204*	*681*	*60*	*135*

(ii) Analysed by Income of Head of Household

	Income of Head of Household					
	Up to £25	£25-£30	£30-£35	£35-£50	£50-£60	£60+
	%	%	%	%	No.	%
Household owns or has use of:						
Car	43	76	85	90	(18)	82
Refrigerator	62	83	88	96	(18)	89
Deep-freeze	4	12	6	7	(17)	22
Base (informants mainly responsible for household shopping)	*923*	*163*	*82*	*73*	*18*	*27*

(iii) Analysed by Working Housewives and Children in Household

	Working housewives			Children in household		
	Full-time	Part-time	Non-working	Children 0-4	Children 0-15	No children 0-15
	%	%	%	%	%	%
Household owns or has use of:						
Car	61	63	52	65	67	46
Refrigerator	75	75	67	76	77	65
Deep-freeze	7	4	6	9	8	4
Base (informants mainly responsible for household shopping)	*315*	*198*	*814*	*280*	*575*	*828*

(iv) Analysed by Convenience of Household Shopping

	Household shopping			
	Very convenient	Fairly convenient	Not very convenient	Very in-convenient
	%	%	%	%
Household owns or has use of:				
Car	55	56	52	53
Refrigerator	72	69	71	53
Deep-freeze	6	5	7	7
Base (informants mainly responsible for household shopping)	*663*	*584*	*131*	*30*

Table 5 Particular day(s) on which bulk of household shopping is done - question 4(a)

(i) Analysed by Sex and Age

	All informants	Sex		Age				
		Male	Female	18-24	25-34	35-44	45-64	65+
	%	%	%	%	%	%	%	%
No household shopping/no particular day(s)	38	58	22	55	28	31	37	44
Particular day(s)	62	42	78	45	72	69	63	56
Monday	1	1	2	1	1	*	1	2
Tuesday	6	2	8	2	3	4	6	10
Wednesday	3	2	4	1	3	2	4	4
Thursday	12	6	17	6	13	12	12	14
Friday	30	17	40	17	37	37	28	27
Saturday	22	21	23	26	24	24	24	13
Sunday	*	*	*	*	*	–	–	*
Not answered	1	2	*	*	1	2	1	1
Total	100	100	100	100	100	100	100	100
Base (no. of informants)	*2747*	*1215*	*1528*	*325*	*483*	*495*	*929*	*481*

(ii) Analysed by Social Class of Head of Household

	Social Class of Head of Household					
	Professional	Intermediate	Skilled & semi-skilled non-manual	Skilled & semi-skilled manual	Unskilled	Other
	%	%	%	%	%	%
No household shopping/ no particular day(s)	33	39	39	35	39	44
Particular day(s)	67	61	61	65	61	56
Monday	1	2	*	1	1	2
Tuesday	6	8	5	4	3	12
Wednesday	3	4	3	3	1	1
Thursday	12	15	11	11	9	12
Friday	29	28	29	32	30	23
Saturday	26	16	23	25	28	14
Sunday	–	–	–	*	–	–
Not answered	1	1	1	1	–	*
Total	100	100	100	100	100	100
Base (no. of informants)	*136*	*464*	*409*	*1358*	*119*	*227*

(iii) Analysed by Income of Head of Household

	Income of Head of Household					
	Up to £25	£25-£30	£30-£35	£35-£50	£50-£60	£60+
	%	%	%	%	%	%
No household shopping/no particular day(s)	38	34	32	37	27	48
Particular day(s)	62	66	68	63	73	52
Monday	1	*	*	*	3	–
Tuesday	6	3	3	9	17	6
Wednesday	3	3	5	4	–	–
Thursday	12	11	17	9	10	17
Friday	29	33	33	30	23	27
Saturday	23	24	22	20	30	6
Sunday	*	–	–	–	–	–
Not answered	1	1	*	2	–	–
Total	100	100	100	100	100	100
Base (no. of informants)	*1744*	*342*	*171*	*174*	*30*	*64*

(iv) Analysed by Working Housewives and Children in Household

	Working housewives			Children in household		
	Full-time	Part-time	Non-working	Children 0-4	Children 0-15	No children 0-15
	%	%	%	%	%	%
No household shopping/no particular day(s)	19	14	20	27	20	25
Particular day(s)	81	86	80	73	80	75
Monday	*	1	2	1	1	2
Tuesday	4	6	11	3	4	9
Wednesday	2	4	4	3	3	4
Thursday	14	22	18	15	15	14
Friday	41	48	41	35	42	33
Saturday	35	25	19	26	28	27
Sunday	–	*	*	–	–	*
Not answered	*	–	*	1	1	2
Total	100	100	100	100	100	100
Base (number of informants)	*337*	*206*	*896*	*521*	*951*	*1263*

(v) Analysed by Distance from Nearest Shops and Car/Refrigerator/Deep-freeze Owners

	Distance from nearest shops						Owning	
	Up to ½ mile		½ to 1 mile		Over 1 mile		Car	Refrigerator, deep-freeze
	Car owners	Non-car owners	Car owners	Non-car owners	Car owners	Non-car owners		
	%	%	%	No.	%	No.	%	%
No household shopping/no particular day(s)	16	17	16	(7)	18	(3)	16	16
Particular day(s)	84	83	84	(12)	82	(11)	84	84
Monday	1	2	4	–	–	–	1	1
Tuesday	7	8	7	(1)	8	(2)	7	7
Wednesday	5	3	5	–	8	–	5	4
Thursday	17	17	12	(2)	13	–	16	17
Friday	42	40	38	(7)	36	(5)	41	43
Saturday	30	30	32	(6)	20	(7)	29	29
Sunday	*	*	–	–	–	–	*	*
Not answered	–	*	–	–	–	–	–	–
Total	100	100	100	(19)	100	(14)	100	100
Base (no. of informants)	*1051*	*822*	*83*	*19*	*39*	*14*	*1174*	*1459*

(vi) Analysed by Convenience of Household Shopping and Personal Shopping Arrangements

	Household shopping				Personal shopping		
	Very convenient	Fairly convenient	Not very convenient	Very inconvenient	Along with household	Other times	Both
	%	%	%	%	%	%	%
No household shopping/no particular day(s)	18	17	11	22	14	17	20
Particular day(s)	82	83	89	78	86	83	80
Monday	2	1	2	2	2	1	2
Tuesday	8	7	8	4	7	8	7
Wednesday	4	4	2	4	4	3	6
Thursday	18	15	16	11	14	17	18
Friday	41	39	41	44	38	44	34
Saturday	26	33	37	24	37	27	30
Sunday	*	*	–	–	–	*	–
Not answered	–	*	–	–	–	*	–
Total	100	100	100	100	100	100	100
Base (no. of informants)	*907*	*892*	*182*	*45*	*559*	*1075*	*340*

Table 6 Other day(s) (Other than main shopping days) on which household shopping is done - question 5

(i) Analysed by Personal Shopping Arrangements

	All informants	Personal shopping		
		Along with household	Other times	Both
	%	%	%	%
No shopping/no household shopping	26	–	–	–
Monday	27	34	37	38
Tuesday	33	44	44	48
Wednesday	29	36	40	42
Thursday	25	32	34	36
Friday	22	28	30	32
Saturday	26	32	36	39
Sunday	4	4	6	5
No other day(s) beside main	16	25	22	20
Any (other) day(s)	4	6	6	6
Not answered	*	–	*	*
Base (no. of informants)	*2747*	*559*	*1075*	*340*

Table 7 Other day(s) (other than main shopping days) on which household shopping is done - question 5
Answers of informants who are mainly responsible for household shopping

(i) Analysed by Sex and Age

	All informants	Sex		Age				
		Male	Female	18-24	25-34	35-44	45-64	65+
	%	%	%	%	%	%	%	%
Monday	42	33	43	46	48	45	40	36
Tuesday	53	44	54	53	54	61	53	45
Wednesday	46	42	46	48	52	48	46	38
Thursday	37	35	38	40	37	41	37	35
Friday	33	26	33	31	28	31	35	33
Saturday	38	32	38	41	37	36	39	36
Sunday	5	5	5	11	7	6	4	3
No other day(s) beside main	15	20	14	10	16	14	14	19
Any (other) day(s)	5	15	4	10	5	3	5	6
Not answered	*	-	*	-	1	-	*	-
Base (informants mainly responsible for household shopping)	*1414*	*117*	*1295*	*93*	*262*	*274*	*504*	*258*

(ii) Analysed by Shopping Arrangements

	Household shopping	
	Main day	No main day
	%	%
Monday	38	64
Tuesday	49	74
Wednesday	42	60
Thursday	32	71
Friday	25	78
Saturday	32	68
Sunday	4	9
No other day(s) beside main	18	-
Any (other) day(s)	4	13
Not answered	*	-
Base (informants mainly responsible for household shopping)	*1204*	*209*

Table 8 Total number of household shopping days a week - question 5

(i) Analysed by Personal Shopping Arrangements

	All informants	Personal shopping		
		Along with household	Other times	Both
	%	%	%	%
Less than one (including none)	25	*	*	-
One	16	21	21	22
Two	21	30	28	24
Three	10	14	14	15
Four	4	5	5	5
Five	4	6	6	5
Six	16	20	20	26
Seven	4	4	6	4
Not answered	*	-	*	*
Total	100	100	100	100
	No.	No.	No.	No.
Mean	2.5	3.2	3.3	3.4
Median	2.6	2.9	3.1	3.3
Base (all informants)	*2747*	*559*	*1075*	*340*

Table 9 Total number of household shopping days a week - question 5
Answers of informants who are mainly responsible for household shopping

(i) Analysed by Sex and Age

	All informants	Sex		Age				
		Male	Female	18-24	25-34	35-44	45-64	65+
	%	%	%	%	%	%	%	%
Less than one (including none)	*	-	*	-	*	-	-	*
One	13	17	12	13	12	11	13	14
Two	28	34	27	26	26	28	27	33
Three	16	14	16	14	14	15	16	18
Four	6	5	7	9	6	5	8	6
Five	7	2	7	8	7	7	8	5
Six	25	22	25	23	27	30	25	20
Seven	5	5	5	9	7	5	4	3
Not answered	*	-	*	-	1	-	*	*
Total	100	100	100	100	100	100	100	100
	No.	No.	No.	No.	No.	No.	No.	No.
Mean	3.6	3.3	3.6	3.7	3.7	3.8	3.6	3.3
Median	3.6	3.0	3.6	3.8	3.8	3.7	3.6	3.1
Base (informants mainly responsible for household shopping)	*1414*	*117*	*1295*	*93*	*262*	*274*	*504*	*258*

(ii) Analysed by Type of House

	Type of House	
	Whole house	Other
	%	%
Less than one (including none)	*	-
One	13	12
Two	30	22
Three	16	15
Four	6	7
Five	8	5
Six	23	32
Seven	4	8
Not answered	*	-
Total	100	100
	No.	No.
Mean	3.5	4.0
Median	3.5	3.2
Base (informants mainly responsible for household shopping)	*1113*	*295*

Table 10 Shopping arrangements for main day - question 6: "Do you usually go there from your home, place of work or somewhere else?"
Answers of informants mainly responsible for household shopping

(i) Analysed by Sex and Age

	All informants	Sex		Age				
		Male	Female	18-24	25-34	35-44	45-64	65+
	%	%	%	%	%	%	%	%
No main day	15	23	14	17	7	10	17	24
Home	72	68	73	64	81	73	68	74
Place of work	8	6	8	14	8	12	9	1
On journey from/to work	4	5	4	-	4	3	6	*
On the way from somewhere else	1	1	1	4	1	3	1	-
Base (informants mainly responsible for household shopping)	*1414*	*117*	*1295*	*93*	*262*	*274*	*504*	*258*

(ii) Analysed by Social Class of Head of Household

	Social Class of Head of Household					
	Profess-ional	Inter-mediate	Skilled & semi-skilled non-manual	Skilled & semi-skilled manual	Unskilled	Other
	%	%	%	%	%	%
No main day	13	20	17	10	17	27
Home	75	66	67	77	73	70
Place of work	10	10	12	8	5	2
On journey from/to work	3	3	3	5	7	1
On the way from somewhere else	–	2	2	1	–	2
Base (informants mainly responsible for household shopping)	*69*	*250*	*204*	*681*	*60*	*135*

(iii) Analysed by Income of Head of Household

	Income of Head of Household					
	Up to £25	£25-£30	£30-£35	£35-£50	£50-£60	£60+
	%	%	%	%	No.	%
No main day	16	10	11	10	(4)	11
Home	73	77	70	75	(13)	78
Place of work	7	11	15	14	(–)	7
On journey from/to work	4	4	4	1	(1)	4
On the way from somewhere else	1	2	1	1	(1)	–
Base (informants mainly responsible for household shopping)	*923*	*163*	*82*	*73*	*18*	*27*

(iv) Analysed by Working Housewives and Children in Household

	Working housewives			Children in household		
	Full-time	Part-time	Non-working	Children 0-4	Children 0-15	No children 0-15
	%	%	%	%	%	%
No main day	18	12	14	7	8	20
Home	49	67	83	87	81	66
Place of work	25	17	*	3	7	9
On journey from/to work	10	4	*	2	3	4
On the way from somewhere else	1	*	2	1	2	1
Base (informants mainly responsible for household shopping)	*315*	*198*	*814*	*280*	*575*	*828*

(v) Analysed by Convenience of Household Shopping

	Household shopping			
	Very convenient	Fairly convenient	Not very convenient	Very in-convenient
	%	%	%	%
No main day	16	14	13	20
Home	72	73	71	67
Place of work	8	8	9	7
On journey from/to work	3	4	5	3
On the way from somewhere else	1	2	2	3
Base (informants mainly responsible for household shopping)	*663*	*584*	*131*	*30*

Table 11 Shopping arrangements for main day - question 7: "How long does it take you to get there?
Answers of informants mainly responsible for household shopping

(i) Analysed by Sex and Age

	All informants	Sex		Age				
		Male	Female	18-24	25-34	35-44	45-64	65+
	%	%	%	%	%	%	%	%
No main day	15	23	14	17	7	10	17	24
No special journey involved	3	4	3	-	3	3	6	*
5 mins or less	24	17	25	34	26	30	22	17
6-10 mins	23	25	23	20	24	23	23	23
11-15 mins	15	11	16	12	20	16	15	13
16-30 mins	16	14	16	11	20	17	14	18
Over 30 mins	4	6	4	5	3	2	5	4
Not answered/other answers	*	-	*	-	-	-	*	-
	No.	No.	No.	No.	No.	No.	No.	No.
Median	8.8	9.6	8.8	7.2	9.2	8.4	8.4	9.6
Base (informants mainly responsible for household shopping)	*1414*	*117*	*1295*	*93*	*262*	*274*	*504*	*258*

(ii) Analysed by Working Housewives and Children in Household

	Working housewives			Children in household		
	Full-time	Part-time	Non-working	Children 0-4	Children 0-15	No children 0-15
	%	%	%	%	%	%
No main day	18	12	14	7	8	20
No special journey involved	9	4	*	2	3	4
5 mins or less	28	31	22	26	28	22
6-10 mins	20	23	25	24	24	23
11-15 mins	10	13	18	19	17	14
16-30 mins	13	15	18	20	19	14
Over 30 mins	3	4	4	3	3	4
Not answered/other answers	-	-	*	-	*	-
	No.	No.	No.	No.	No.	No.
Median	7.6	8.0	11.4	9.2	8.4	8.8
Base (informants mainly responsible for household shopping)	*315*	*198*	*814*	*280*	*575*	*828*

(iii) Analysed by Convenience of Household Shopping

	Household shopping			
	Very convenient	Fairly convenient	Not very convenient	Very inconvenient
	%	%	%	%
No main day	16	15	13	20
No special journey involved	3	3	5	3
Up to ½ mile	44	28	19	13
Over ½ up to 1 mile	11	12	12	7
Over 1 up to 2 miles	12	16	22	27
Over 2 up to 3 miles	6	10	5	10
Over 3 miles	8	17	24	20
Not answered	*	-	-	-
	No.	No.	No.	No.
Median	0.40	0.75	0.70	0.80
Base (informants mainly responsible for household shopping)	*663*	*584*	*131*	*30*

Table 12 Shopping arrangements for main day - question 8: Distance from home/work/ other
Answers of informants mainly responsible for household shopping

(i) Analysed by Sex and Age

	All informants	Sex		Age				
		Male	Female	18-24	25-34	35-44	45-64	65+
	%	%	%	%	%	%	%	%
No main day	15	25	14	17	7	10	18	25
No special journey involved	3	4	3	–	3	3	6	*
Up to ½ mile	34	27	35	50	32	35	29	40
Over ½ up to 1 mile	11	8	12	8	13	11	13	8
Over 1 up to 2 miles	15	18	14	11	18	14	15	14
Over 2 up to 3 miles	8	6	8	2	8	11	7	6
Over 3 miles	14	12	14	12	20	16	13	7
Not answered	*	–	*	–	*	–	–	–
	No.	No.	No.	No.	No.	No.	No.	No.
Median	0.75	1.00	0.75	0.40	1.00	0.60	0.80	0.45
Base (informants mainly responsible for household shopping)	*1414*	*117*	*1295*	*93*	*262*	*274*	*504*	*258*

(ii) Analysed by Working Housewives and Children in Household

	Working housewives			Children in household		
	Full-time	Part-time	Non-working	Children 0-4	Children 0-15	No children 0-15
	%	%	%	%	%	%
No main day	18	12	15	7	8	21
No special journey involved	9	4	*	2	3	4
Up to ½ mile	34	38	34	36	35	34
Over ½ up to 1 mile	11	9	13	12	12	11
Over 1 up to 2 miles	10	18	16	20	17	13
Over 2 up to 3 miles	7	9	8	9	9	7
Over 3 miles	11	12	15	15	16	11
Not answered	–	–	*	*	*	–
	No.	No.	No.	No.	No.	No.
Median	0.60	0.75	0.70	0.60	0.85	0.60
Base (informants mainly responsible for household shopping)	*315*	*198*	*814*	*280*	*575*	*828*

(iii) Analysed by Convenience of Household Shopping

	Household shopping			
	Very convenient	Fairly convenient	Not very convenient	Very in-convenient
	%	%	%	%
No main day	16	15	13	20
No special journey involved	3	3	5	3
Up to ½ mile	44	28	19	13
Over ½ up to 1 mile	11	12	12	7
Over 1 up to 2 miles	12	16	22	27
Over 2 up to 3 miles	6	10	5	10
Over 3 miles	8	17	24	20
Not answered	*	–	–	–
	No.	No.	No.	No.
Median	0.40	0.75	0.70	0.80
Base (informants mainly responsible for household shopping)	*663*	*584*	*131*	*30*

Table 13 Shopping arrangements for main day - question 9: usual mode of transport

(i) Analysed by Sex and Age

	All informants	Sex		Age				
		Male	Female	18-24	25-34	35-44	45-64	65+
	%	%	%	%	%	%	%	%
No main day	15	23	14	17	7	10	18	24
No special journey involved	3	4	3	–	3	3	6	*
Walk	40	36	41	56	40	37	36	47
Cycle	2	3	1	1	1	2	2	1
Car	26	18	26	17	39	33	23	10
Public transport	16	16	16	9	13	17	18	18
Transport provided by employer	*	–	*	–	–	*	*	*
Other	*	–	*	–	–	–	*	*
Base (informants mainly responsible for household shopping)	*1414*	*117*	*1295*	*93*	*262*	*274*	*504*	*258*

(ii) Analysed by Social Class of Head of Household

	Social Class of Head of Household					
	Professional	Intermediate	Skilled & semi-skilled non-manual	Skilled & semi-skilled manual	Unskilled	Other
	%	%	%	%	%	%
No main day	13	20	17	10	17	27
No special journey involved	3	2	3	4	5	1
Walk	28	30	37	45	50	43
Cycle	–	–	3	2	2	1
Car	54	40	26	22	13	10
Public Transport	7	10	17	18	13	20
Transport provided by employer	–	–	*	–	–	–
Other	–	–	–	*	–	1
Base (informants mainly responsible for household shopping)	*69*	*250*	*204*	*681*	*60*	*135*

(iii) Analysed by Income of Head of Household

	Income of Head of Household					
	Up to £25	£25-£30	£30-£35	£35-£50	£50-£60	£60+
	%	%	%	%	No.	%
No main day	16	10	11	10	(4)	11
No special journey involved	4	3	4	1	(–)	4
Walk	44	42	28	27	(3)	18
Cycle	2	2	2	–	(–)	–
Car	19	34	43	51	(12)	52
Public transport	18	15	16	12	(–)	15
Transport provided by employer	–	1	–	–	(–)	–
Other	*	–	–	–	(–)	–
Base (informants mainly responsible for household shopping)	*923*	*163*	*82*	*73*	*18*	*27*

(iv) Analysed by Working Housewives and Children in Household

	Working housewives			Children in household		
	Full-time	Part-time	Non-working	Children 0-4	Children 0-15	No children 0-15
	%	%	%	%	%	%
No main day	18	12	15	7	8	20
No special journey involved	9	4	*	2	3	4
Walk	35	38	44	50	42	40
Cycle	2	4	1	1	1	2
Car	26	28	25	30	33	20
Public transport	12	16	17	13	16	16
Transport provided by employer	*	–	–	–	*	–
Other	–	–	*	–	–	*
Base (informants mainly responsible for household shopping)	*315*	*198*	*814*	*280*	*575*	*828*

(v) Analysed by Convenience of Household Shopping

	Household shopping			
	Very convenient	Fairly convenient	Not very convenient	Very inconvenient
	%	%	%	%
No main day	16	14	14	20
No special journey involved	3	3	5	3
Walk	47	35	34	33
Cycle	1	2	1	–
Car	24	29	23	20
Public transport	11	19	26	27
Transport provided by employer	–	–	1	–
Other	–	–	2	–
Base (informants mainly responsible for household shopping)	*663*	*584*	*131*	*30*

Table 14 Shopping arrangements for main day - question 9: usual mode of transport
Answers of informants manly responsible for household shopping

(i) Analysed by Journey Time

	All informants	Journey time				
		5 mins or less	6-10 mins	11-15 mins	16-30 mins	Over 30 mins
	%	%	%	%	%	%
No main day/no special journey involved	18	-	-	-	-	-
Walk	40	66	54	42	31	30
Cycle	2	2	2	4	-	-
Car	26	30	32	35	34	21
Public transport	16	5	15	22	41	58
Transport provided by employer	*	-	-	-	*	-
Other	*	-	*	-	*	-
Not answered	*	-	-	*	-	-
Base (informants mainly responsible for household shopping)	*1414*	*346*	*326*	*216*	*228*	*53*

(ii) Analysed by Length of Journey

	Length of journey				
	Up to ½ mile	Over ½ up to 1 mile	Over 1 up to 2 miles	Over 2 up to 3 miles	Over 3 miles
	%	%	%	%	%
Walk	86	55	27	6	3
Cycle	1	2	5	1	-
Car	11	29	36	54	68
Public transport	4	17	34	44	33
Transport provided by employer	-	-	-	*	*
Other	-	-	*	*	*
Not answered	-	1	-	-	-
Base (informants mainly responsible for household shopping)	*485*	*161*	*209*	*108*	*192*

Table 15 Shopping arrangements for main day
Transport arrangements when car isn't available - question 10

(i) Analysed by Working Housewives and Children in Household

	All informants	Working housewives			Children in Household		
		Full-time	Part-time	Non-working	Children 0-4	Children 0-15	No children 0-15
	%	%	%	%	%	%	%
No main day/no car used	74	74	72	75	70	67	80
Has never happened	4	5	5	4	3	4	4
Walk	6	6	7	5	7	8	4
Cycle	*	1	-	*	*	1	-
Car	2	2	*	2	2	2	1
Public Transport	7	9	8	6	6	8	6
Wait till car available	3	2	4	3	5	5	2
Get it delivered	*	-	-	*	1	*	*
Use other vehicle	*	1	-	*	*	*	*
Shop locally	2	1	2	3	5	4	1
Someone else shops for me	*	1	-	*	*	1	*
Other answers	1	1	*	1	1	1	*
Not answered	*	-	*	*	*	*	*
Base (informants mainly responsible for household shopping)	*1414*	*315*	*198*	*814*	*280*	*575*	*828*

(ii) Analysed by Distance from Nearest Shops

	Distance from nearest shops					
	Up to ½ mile		½-1 mile		Over 1 mile	
	Car owners	Non-car owners	Car owners	Non-car owners	Car owners	Non-car owners
	%	%	%	No.	%	No.
No main day/no car used	57	99	37	(13)	32	(10)
Has never happened	7	*	12	-	11	-
Walk	10	*	13	-	4	-
Cycle	1	-	2	-	-	-
Car	2	-	7	-	14	-
Public transport	12	1	23	-	14	(1)
Wait till car	5	*	8	-	11	-
Get it delivered	*	-	-	-	4	-
Use other vehicle	1	-	-	-	4	-
Shop locally	5	*	2	-	4	-
Someone else shops for me	1	-	-	-	-	-
Other answers	1	-	-	-	4	-
Not answered	*	*	-	-	-	-
Base (informants mainly responsible for household shopping who use a car)	*689*	*610*	*60*	*13*	*28*	*11*

Table 16 Shopping arrangements for main day - question 11: Convenience of usual journey

(i) Analysed by Sex and Age

	All informants	Sex		Age				
		Male	Female	18-24	25-34	35-44	45-64	65+
	%	%	%	%	%	%	%	%
No main day	15	23	14	17	7	10	17	25
No special journey involved	3	4	3	-	3	3	6	*
Very convenient	46	32	48	46	50	55	44	38
Fairly convenient	27	32	27	28	32	24	25	30
Not very convenient	6	5	6	8	6	6	6	5
Very inconvenient	2	3	2	1	3	2	3	1
Don't know/not answered	*	-	*	-	-	-	*	1
Total	100	100	100	100	100	100	100	100
	No.	No.	No.	No.	No.	No.	No.	No.
Score†	1.34	1.17	1.37	1.32	1.35	1.49	1.30	1.33
Base (informants mainly responsible for household shopping)	*1414*	*117*	*1295*	*93*	*262*	*274*	*504*	*258*

†*Produced by applying the following weights to answers: very convenient 2, fairly convenient 1, don't know and not answered 0, not very convenient -1 and very inconvenient -2.*

(ii) Analysed by Social Class of Head of Household

	Social Class of Head of Household					
	Professional	Intermediate	Skilled & semi-skilled non-manual	Skilled & semi-skilled manual	Unskilled	Other
	%	%	%	%	%	%
No main day	13	21	17	10	17	27
No special journey involved	3	2	3	4	5	1
Very convenient	48	48	49	48	33	38
Fairly convenient	35	24	24	29	28	25
Not very convenient	1	4	5	6	12	7
Very inconvenient	-	1	2	3	3	2
Don't know/not answered	-	-	-	*	2	1
Total	100	100	100	100	100	100
	No.	No.	No.	No.	No.	No.
Score	1.55	1.48	1.40	1.33	0.97	1.25
Base (informants mainly responsible for household shopping)	*69*	*250*	*204*	*681*	*60*	*135*

(iii) Analysed by Income of Head of Household

	Income of Head of Household					
	Up to £25	£25-£30	£30-£35	£35-£50	£50-£60	£60+
	%	%	%	%	No.	%
No main day	16	10	11	10	(4)	11
No special journey involved	4	3	4	1	(-)	4
Very convenient	46	48	49	52	(5)	56
Fairly convenient	27	31	28	36	(7)	26
Not very convenient	6	7	6	1	(2)	4
Very inconvenient	2	1	2	1	(-)	-
Don't know/not answered	*	-	-	-	(-)	-
Total	100	100	100	100	18	100
	No.	No.	No.	No.	No.	No.
Score	1.38	1.36	1.38	1.53	-	1.65
Base (informants mainly responsible for household shopping)	*923*	*163*	*82*	*73*	*18*	*27*

(iv) Analysed by Region

	Region						
	London & SE	South West	Wales	Mid-lands	North West	NE & North	Scot-land
	%	%	%	%	%	%	%
No main day	14	24	17	12	14	14	17
No special journey involved	3	3	-	3	7	3	4
Very convenient	46	44	49	44	45	49	47
Fairly convenient	29	22	26	34	25	25	24
Not very convenient	6	6	6	4	6	6	6
Very convenient	2	3	2	3	2	2	3
Don't know/not answered	1	-	-	-	-	-	-
Total	100	100	100	100	100	100	100
	No.	No.	No.	No.	No.	No.	No.
Score	1.34	1.34	1.38	1.31	1.34	1.37	1.34
Base (informants mainly responsible for household shopping)	*440*	*110*	*89*	*230*	*159*	*209*	*173*

(v) Analysed by Working Housewives and Children in Household

	Working housewives			Children in household		
	Full-time	Part-time	Non-working	Children 0-4	Children 0-15	No children 0-15
	%	%	%	%	%	%
No main day	18	12	15	7	8	20
No special journey involved	9	4	*	2	3	4
Very convenient	44	52	47	48	51	43
Fairly convenient	22	22	31	32	29	26
Not very convenient	5	6	6	8	7	5
Very inconvenient	2	3	2	2	3	2
Don't know/not answered	-	1	*	-	-	*
Total	100	100	100	100	100	100
	No.	No.	No.	No.	No.	No.
Score	1.37	1.35	1.35	1.28	1.32	1.34
Base (informants mainly responsible for household shopping)	*315*	*198*	*814*	*280*	*575*	*828*

(vi) Analysed by Distance from Shops

	Distance from the Shops					
	Up to ½ mile		½-1 mile		Over 1 mile	
	Car owners	Non-car owners	Car owners	Non-car owners	Car owners	Non-car owners
	%	%	%	No.	%	No.
No main day	12	17	17	(5)	18	(3)
No special journey involved	3	4	3	(1)	-	(1)
Very convenient	51	44	33	(2)	46	(1)
Fairly convenient	28	26	35	(4)	32	(2)
Not very convenient	5	6	7	(1)	-	(2)
Very inconvenient	2	2	7	-	4	(1)
Don't know/not answered	*	*	-	-	-	(1)
Total	100	100	100	(13)	100	(11)
	No.	No.	No.	No.	No.	No.
Score	1.39	1.31	0.99	-	1.41	-
Base (informants mainly responsible for household shopping)	*689*	*610*	*60*	*13*	*28*	*11*

(vii) Analysed by Convenience of Household Shopping

	Household shopping			
	Very convenient	Fairly convenient	Not very convenient	Very in-convenient
	%	%	%	%
No main day	16	14	13	20
No special journey involved	3	3	5	3
Very convenient	68	30	14	20
Fairly convenient	11	46	30	7
Not very convenient	1	5	30	17
Very inconvenient	1	1	7	33
Don't know/not answered	-	*	-	-
Total	100	100	100	100
Score	No. 1.79	No. 1.19	No. 0.18	No. - 0.47
Base (informants mainly responsible for household shopping)	*663*	*584*	*131*	*30*

Table 17

Shopping arrangements for main day
Comparing main day 1 with main day 2

Answers of informants who are mainly responsible for household shopping
Question 6: "Do you usually go there from your home, place of work or from somewhere else?"

Main day 1 \ Main day 2	Home	Place of work	On journey from/ to work	Somewhere else	On the way from somewhere else
	%	%	%	%	%
No main day 2	79	79	67	-	79
Home	18	8	24	-	16
Place of work	*	13	-	-	-
On journey from/to work	*	-	6	-	-
Somewhere else	*	-	-	-	-
On the way from somewhere else	*	-	-	-	5
Not answered	1	2	4	-	-

Table 18

Shopping arrangements for main day
Comparing main day 1 with main day 2

Answers of informants who are mainly responsible for household shopping

Question 7: "How long does it take you to get there?"

Main day 1 \ Main day 2	5 mins. or less	6-10 mins.	11-15 mins.	16-30 mins.	Over 30 mins.
	%	%	%	%	%
No main day 2/no special journey involved	80	77	78	81	81
5 mins. or less	14	3	3	*	2
6-10 mins.	2	15	2	2	-
11-15 mins.	1	1	15	-	-
16-30 mins.	1	1	1	16	-
Over 30 mins.	1	*	*	1	13
Not answered	2	2	*	*	4
Median	Mins.	Mins.	Mins.	Mins.	Mins.
Median	3.0	7.6	12.6	21.6	34.0

Median for main day 2 = 8.0 mins.

Table 19 Shopping arrangements for main day
Comparing main day 1 with main day 2

Answers of informants who are mainly responsible for household shopping
Question 8: Distance from home/work/other

Main day 2 \ Main day 1	Length of journey				
	Up to ½ mile	Over ½ up to 1 mile	Over 1 up to 2 miles	Over 2 up to 3 miles	Over 3 miles
	%	%	%	%	%
No main day 2/no special journey involved	78	78	81	82	82
Up to ½ mile	17	2	3	5	2
Over ½ up to 1 mile	1	14	1	-	-
Over 1 up to 2 miles	2	1	13	-	1
Over 2 up to 3 miles	*	1	1	14	-
Over 3 miles	1	1	-	-	14
Not answered	2	2	*	-	2
Median	No. 0.30	No. 0.25	No. 1.30	No. 2.30	No. 3.00

Note: Median for main day 2 = 0.70 miles

Table 20

Shopping arrangements for main day
Comparing main day 1 with main day 2

Answers of informants who are mainly responsible for household shopping

Question 9: Usual mode of transport

Main day 1 \ Main day 2	Walk	Cycle	Car	Public transport
	%	%	%	%
No main day 2/no special journey involved	78	68	83	75
Walk	18	-	3	6
Cycle	-	23	-	-
Car	1	4	12	1
Public transport	3	4	1	18
Transport provided by employer	-	-	-	-
Other	-	-	*	-
Not answered	2	-	2	2

Table 21

Shopping arrangements for main day
Comparing main day 1 with main day 2

Answers of informants who are mainly responsible for household shopping

Question 10: Transport arrangements when car isn't available

Main day 1 \ Main day 2	Has never happened	Walk	Car	Public transport	Wait till car available	Shop locally
	%	%	%	%	%	%
No main day 2/no car used	79	87	91	88	96	94
Has never happened	19	1	-	-	-	-
Walk	2	9	-	1	-	-
Cycle	-	-	-	-	-	-
Car	-	-	10	-	-	-
Public transport	-	-	-	11	-	3
Wait till car available	-	-	-	-	2	-
Use other vehicle	-	-	-	1	-	-
Shop locally	-	3	-	-	-	3
Not answered	-	-	-	-	2	-

Table 22

Shopping arrangements for main day
Comparing main day 1 with main day 2

Answers of informants who are mainly responsible for household shopping

Question 11: Convenience of usual journey

Main day 1 \ Main day 2	Very convenient	Fairly convenient	Not very convenient	Very in-convenient
	%	%	%	%
No main day 2/no special journey involved	80	79	81	74
Very convenient	17	2	4	3
Fairly convenient	2	18	2	-
Not very convenient	*	-	10	10
Very inconvenient	-	-	1	13
Don't know/not answered	1	2	1	-

Table 23 Shopping arrangements for non-main day

Answers of informants who are mainly responsible for household shopping

Question 6: "Do you usually go there from your home, place of work or from somewhere else?"

(i) Analysed by Shopping Arrangements

	All informants	Household Shopping	
		Main day	No main day
	%	%	%
No day beside main	15	18	-
Home	64	61	77
Place of work	12	12	13
On journey from/to work	5	5	7
Somewhere else	*	-	*
On the way from somewhere else	1	1	2
Not answered	4	4	2
Base (informants mainly responsible for household shopping)	*1414*	*1204*	*209*

Table 24 Shopping arrangements for non-main day

Answers of informants who are mainly responsible for household shopping

Question 7: "How long does it take you to get there?"

(i) Analysed by Shopping Arrangements

	All informants	Household Shopping	
		Main day	No main day
	%	%	%
No day beside main/no special journey involved	20	22	7
5 mins. or less	37	35	47
6-10 mins.	20	19	24
11-15 mins.	11	10	14
16-30 mins.	8	8	7
Over 30 mins.	2	2	2
Not answered	4	5	2
	No.	No.	No.
Median	6.2	6.4	4.5
Base (informants mainly responsible for household shopping)	*1414*	*1204*	*209*

Table 25 Shopping arrangements for non-main day

Answers of informants who are mainly responsible for household shopping

Question 8: Distance from home/work/other

(i) Analysed by Shopping Arrangements

	All informants	Household Shopping	
		Main day	No main day
	%	%	%
No day beside main/no special journey	20	22	7
Up to ½ mile	49	47	61
Over = up to 1 mile	10	10	10
Over 1 up to 2 miles	8	8	10
Over 2 up to 3 miles	3	3	5
Over 3 miles	6	6	6
Not answered	5	5	2
	No.	No.	No.
Median	0.40	0.40	0.35
Base (informants mainly responsible for household shopping)	*1414*	*1204*	*209*

Table 26 Shopping arrangements for non-main day

Answers of informants who are mainly responsible for household shopping

Question 9: Usual mode of transport

(i) Analysed by Shopping Arrangements

	All informants	Household Shopping	
		Main day	No main day
	%	%	%
No day beside main/no special journey involved	20	22	7
Walk	54	53	64
Cycle	2	2	4
Car	13	12	15
Public transport	9	8	13
Transport provided by employer	-	-	-
Other	*	*	-
Not answered	4	5	2
Base (informants mainly responsible for household shopping)	*1414*	*1204*	*209*

Table 27 Shopping arrangements for non-main day

Answers of informants who are mainly responsible for household shopping

Question 10: Transport arrangements when car isn't available

(i) Analysed by Shopping Arrangements

	All informants	Household Shopping	
		Main day	No main day
	%	%	%
No day beside main/no car used	87	88	85
Has never happened	2	2	2
Walk	4	4	5
Cycle	*	*	*
Car	1	1	-
Public transport	3	3	1
Wait till car available	2	2	5
Get it delivered	*	*	-
Use other vehicle	*	*	-
Shop locally	*	*	*
Someone else shops for me	*	*	-
Not answered	*	*	-
Base (informants mainly responsible for household shopping)	*1414*	*1204*	*209*

Table 28 Shopping arrangements for non-main day

Answers of informants who are mainly responsible for household shopping

Question 11: Convenience of usual journey

(i) Analysed by Shopping Arrangements

	All informants	Household shopping	
		Main day	No main day
	%	%	%
No day beside main/no special journey involved	20	22	7
Very convenient	50	48	60
Fairly convenient	21	20	25
Not very convenient	4	4	4
Very inconvenient	2	1	2
Don't know/not answered	4	5	2
	No.	No.	No.
Median	1.50	1.50	1.49
Base (informants mainly responsible for household shopping)	*1414*	*1204*	*209*

Table 29 Convenience of household shopping - question 13
Answers of informants who are mainly responsible for household shopping

(i) Analysed by Sex and Age

	All informants	Sex		Age				
		Male	Female	18-24	25-34	35-44	45-64	65+
	%	%	%	%	%	%	%	%
Very convenient	47	50	43	37	44	43	51	49
Fairly convenient	41	33	44	47	43	46	38	41
Not very convenient	9	-	11	14	10	8	9	8
Very inconvenient	2	-	3	1	3	2	3	1
Don't know/not answered	*	17	-	1	*	1	*	*
Total	100	100	100	100	100	100	100	100
Base (informants mainly responsible for household shopping)	*1414*	*117*	*1295*	*93*	*262*	*274*	*504*	*258*

(ii) Analysed by Social Class of Head of Household

	Social Class of Head of Household					
	Professional	Intermediate	Skilled & semi-skilled non-manual	Skilled & semi-skilled manual	Unskilled	Other
	%	%	%	%	%	%
Very convenient	45	47	53	44	43	53
Fairly convenient	44	42	37	44	35	35
Not very convenient	9	9	8	9	20	10
Very inconvenient	-	2	2	3	-	2
Don't know/not answered	3	-	-	-	2	-
Total	100	100	100	100	100	100
Base (informants mainly responsible for household shopping)	*69*	*250*	*204*	*681*	*60*	*135*

(iii) Analysed by Income of Head of Household

	Income of Head of Household					
	Up to £25	£25-£30	£30-£35	£35-£50	£50-£60	£60+
	%	%	%	%	No.	%
Very convenient	48	38	45	48	(6)	56
Fairly convenient	42	47	38	42	(8)	41
Not very convenient	8	12	12	10	(2)	4
Very inconvenient	2	3	5	-	(1)	-
Don't know/not answered	*	-	-	-	(1)	-
Total	100	100	100	100	18	100
Base (informants mainly responsible for household shopping)	*923*	*163*	*82*	*73*	*18*	*27*

(iv) Analysed by Region

	Region						
	London & SE	South West	Wales	Midlands	North West	NE & North	Scotland
	%	%	%	%	%	%	%
Very convenient	46	52	53	45	48	46	46
Fairly convenient	43	37	38	44	42	41	38
Not very convenient	10	7	6	8	9	10	12
Very inconvenient	1	2	3	3	1	2	4
Don't know/not answered	-	2	-	1	-	-	1
Total	100	100	100	100	100	100	100
Base (informants mainly responsible for household shopping)	*440*	*110*	*89*	*230*	*159*	*209*	*173*

(v) Analysed by Working Housewives and Children in Household

	Working housewives			Children in household		
	Full-time	Part-time	Non-working	Children 0-4	Children 0-15	No children 0-15
	%	%	%	%	%	%
Very convenient	42	58	47	41	43	49
Fairly convenient	44	33	41	45	44	40
Not very convenient	10	7	10	12	10	9
Very inconvenient	2	2	2	2	3	2
Don't know/not answered	*	1	*	*	*	*
Total	100	100	100	100	100	100
Base (informants mainly responsible for household shopping)	*315*	*198*	*814*	*280*	*575*	*828*

(vi) Analysed by Distance from Nearest Shops and Car/Refrigerator/Deep-freeze Owners

	Distance from nearest shops						Owning	
	Up to ½ mile		½ to 1 mile		Over 1 mile		Car	Refrigerator, deep-freeze
	Car owners	Non-car owners	Car owners	Non-car owners	Car owners	Non-car owners		
	%	%	%	No.	%	No.	%	%
Very convenient	48	48	28	(4)	39	(3)	47	48
Fairly convenient	42	41	47	(5)	50	(3)	42	41
Not very convenient	8	9	20	(4)	11	(3)	9	10
Very inconvenient	2	2	5	–	–	(2)	2	2
Don't know/not answered	*	*	–	–	–	–	*	*
Total	100	100	100	(13)	100	(11)	100	100
Base (informants mainly responsible for household shopping)	*689*	*610*	*60*	*13*	*28*	*11*	*777*	*994*

Table 30 How often informant does personal shopping - question 14

(i) Analysed by Sex and Age

	All informants	Sex		Age				
		Male	Female	18-24	25-34	35-44	45-64	65+
	%	%	%	%	%	%	%	%
Never do any personal shopping	2	2	2	*	1	2	2	6
Once a week or more often	18	20	17	37	18	19	15	8
2-3 times a month	16	16	16	21	20	16	14	8
Less often	59	56	61	37	57	59	63	70
Do it when need to	3	3	3	2	2	3	4	4
Other answers	1	1	1	2	1	1	1	1
Not answered	1	2	*	1	1	1	1	2
Total	100	100	100	100	100	100	100	100
Base (number of informants)	*2747*	*1215*	*1528*	*325*	*483*	*495*	*929*	*481*

(ii) Analysed by Social Class of Head of Household

	Social Class of Head of Household					
	Professional	Intermediate	Skilled & semi-skilled non-manual	Skilled & semi-skilled manual	Unskilled	Other
	%	%	%	%	%	%
Never do any personal shopping	2	*	1	2	4	7
Once a week or more often	22	17	19	18	18	12
2-3 times a month	12	18	16	16	11	12
Less often	57	57	59	59	63	62
Do it when need to	5	5	2	2	4	4
Other answers	2	1	1	1	-	1
Not answered	-	1	1	2	-	1
Total	100	100	100	100	100	100
Base (no. of informants)	*136*	*464*	*409*	*1358*	*119*	*227*

(iii) Analysed by Income of Head of Household

	Income of Head of Household					
	Up to £25	£25-£30	£30-£35	£35-£50	£50-£60	£60+
	%	%	%	%	%	%
Never do any personal shopping	3	2	1	-	-	-
Once a week or more often	16	23	17	25	27	20
2-3 times a month	14	16	20	18	13	20
Less often	62	54	54	51	50	53
Do it when need to	3	2	7	2	7	5
Other answers	1	2	-	1	3	2
Not answered	1	2	1	2	-	-
Total	100	100	100	100	100	100
Base (number of informants)	*1744*	*342*	*171*	*174*	*30*	*64*

(iv) Analysed by Region

	Region						
	London & SE	South West	Wales	Mid-lands	North West	NE & North	Scot-land
	%	%	%	%	%	%	%
Never do any personal shopping	2	1	1	2	1	2	5
Once a week +	19	16	13	20	16	21	14
2 - 3 times a month	14	19	16	14	18	16	15
Less often	59	58	68	58	57	55	62
Do it when need to	4	3	1	2	3	3	2
Other answers	1	2	-	*	3	1	1
Not answered	1	2	1	2	1	1	1
Total	100	100	100	100	100	100	100
Base (number of informants)	*822*	*188*	*174*	*528*	*296*	*417*	*318*

(v) Analysed by Car/Refrigerator/Deep-freeze Owners and Convenience of Household Shopping

	Owning		Household shopping			
	Car	Refrigerator, Deep-freeze	Very convenient	Fairly convenient	Not very convenient	Very inconvenient
	%	%	%	%	%	%
Never do any personal shopping	1	2	3	2	6	4
Once a week or more often	17	16	15	17	15	11
2 - 3 times a month	17	16	15	16	13	9
Less often	60	62	62	62	65	73
Do it when need to	3	3	4	3	2	2
Other answers	1	1	1	1	-	-
Not answered	*	*	-	*	-	-
Total	100	100	100	100	100	100
Base (number of informants)	*1174*	*1459*	*907*	*892*	*182*	*45*

(vi) Analysed by Working Housewives and Children in Household

	Working housewives			Children in household		
	Full-time	Part-time	Non-working	Children 0-4	Children 0-15	No children 0-15
	%	%	%	%	%	%
Never do any personal shopping	1	*	4	1	2	3
Once a week or more often	17	16	12	18	18	14
2-3 times a month	19	18	13	19	18	13
Less often	59	60	66	57	58	64
Do it when need to	3	4	3	2	2	4
Other answers	1	1	1	1	1	1
Not answered	*	*	*	1	1	2
Total	100	100	100	100	100	100
Base (number of informants)	*337*	*206*	*896*	*521*	*951*	*1263*

Table 31 When informant does personal shopping - question 15

(i) Analysed by Sex and Age

	All informants	Sex		Age				
		Male	Female	18-24	25-34	35-44	45-64	65+
	%	%	%	%	%	%	%	%
Along with household shopping	28	27	29	32	26	24	29	32
At other times	54	54	54	51	57	57	51	54
Both along with and at other times	17	19	16	16	16	17	20	14
Not answered	*	1	*	-	*	1	*	-
Total	100	100	100	100	100	100	100	100
Base (informants who do any household & personal shopping)	*1983*	*609*	*1371*	*183*	*381*	*375*	*685*	*331*

(ii) Analysed by Car/Refrigerator and Deep-free Owners and Convenient of Household Shopping

	Owning		Household shopping			
	Car	Refrigerator, Deep-freeze	Very convenient	Fairly convenient	Not very convenient	Very inconvenient
	%	%	%	%	%	%
Along with household shopping	28	26	25	31	31	30
At other times	54	55	57	52	54	63
Both along with and at other times	17	18	18	17	14	7
Not answered	*	*	*	-	1	-
Total	100	100	100	100	100	100
Base (informants who do any household and personal shopping)	*1158*	*1437*	*879*	*876*	*172*	*43*

(iii) Analysed by Working Housewives and Children in Household

	Working housewives			Children in household		
	Full-time	Part-time	Non-working	Children 0-4	Children 0-15	No children 0-15
	%	%	%	%	%	%
Along with household shopping	28	20	31	28	26	30
At other times	58	58	52	55	57	52
Both along with and at other times	13	21	16	16	17	18
Not answered	1	*	*	-	*	*
Total	100	100	100	100	100	100
Base (informants who do any household and personal shopping)	*327*	*202*	*805*	*404*	*821*	*1151*

Table 32 On what days do you usually do your personal shopping (if at other times) - question 16

(i) Analysed by Working Housewives and Children in Household

	All informants	Working housewives			Children in Household		
		Full-time	Part-time	Non-working	Children 0-4	Children 0-15	No children 0-15
	%	%	%	%	%	%	%
Monday	5	5	8	6	4	6	5
Tuesday	9	5	12	13	7	8	9
Wednesday	6	5	8	7	5	7	6
Thursday	7	6	9	9	4	5	8
Friday	7	4	10	7	9	8	6
Saturday	44	59	44	34	52	50	40
Any day/DK	33	24	26	38	28	27	38
Not answered	*	*	*	*	-	*	*
Base (informants who do any personal shopping at other times)	*1424*	*234*	*161*	*554*	*290*	*07*	*809*

(ii) Analysed by Car/Refrigerator/Deep-freeze Owners and convenience of Household Shopping

	Owning		Household shopping			
	Car	Refrigerator, Deep-freeze	Very convenient	Fairly convenient	Not very convenient	Very inconvenient
	%	%	%	%	%	%
Monday	6	6	4	7	7	3
Tuesday	8	9	10	8	7	7
Wednesday	7	7	7	6	5	3
Thursday	7	7	7	6	13	7
Friday	7	7	6	7	8	7
Saturday	45	44	40	48	48	43
Any day/don't know	34	34	37	30	27	37
Not answered	*	*	*	*	2	-
Base (informants who do any personal shopping at other times)	*835*	*1063*	*662*	*603*	*119*	*30*

Table 33 Summary of Shopping Patterns - question 16

(i) Analysed by Working Housewives and Children in Household

	Working housewives			Children in household		
	Full-time	Part-time	Non-working	Children 0-4	Children 0-15	No children 0-15
	%	%	%	%	%	%
Shops less often than once a week	*	-	1	*	*	1
Shops on 1 day a week	68	60	50	64	61	52
Shops on 2 days a week	7	11	10	6	9	8
Shops on 3 days a week	*	1	1	1	2	1
Shops on 4 days a week	-	1	*	-	*	*
Shops on 5 days a week	-	1	*	-	-	1
Shops on 6 days a week	-	-	-	*	*	-
Shops on any day; no particular pattern; depends (eg on traffic/convenience etc); no one day mentioned; don't know	24	26	37	28	27	38
Not answered	*	1	*	-	1	*
Total	100	100	100	100	100	100
Base (informants who do any personal shopping at other times)	*234*	*161*	*554*	*290*	*607*	*809*

(ii) Analysed by Car/Refrigerator/Deep-freeze Owners and convenience of Household Shopping

	Owning		Household shopping			
	Car	Refrigerator, Deep-freeze	Very convenient	Fairly convenient	Not very convenient	Very inconvenient
	%	%	%	%	%	%
Shops less often than once a week	*	*	*	1	-	-
Shops on 1 day a week	55	55	54	58	59	60
Shops on 2 days a week	8	9	8	9	10	-
Shops on 3 days a week	1	1	1	1	1	3
Shops on 4 days a week	*	*	*	-	1	-
Shops on 5 days a week	*	1	*	*	1	-
Shops on 6 days a week	*	*	-	*	-	-
Shops on any day; no particular pattern; depends (eg on traffic/convenience etc); no one day mentioned; don't know	33	33	37	30	27	37
Not answered	*	*	*	*	2	-
Total	100	100	100	100	100	100
Base (informants who do any personal shopping at other times)	*835*	*1063*	*662*	*603*	*119*	*30*

Table 34 "Taking your personal shopping as a whole, could you tell me how convenient or inconvenient you find it?" - question 17

(i) Analysed by Sex and Age

	All informants	Sex		Age				
		Male	Female	18-24	25-34	35-44	45-64	65+
	%	%	%	%	%	%	%	%
Very convenient	34	34	34	26	27	30	38	40
Fairly convenient	41	42	41	44	42	41	41	41
Not very convenient	16	15	17	21	21	19	13	11
Very inconvenient	6	6	7	8	8	7	5	4
Don't know	1	1	1	*	*	1	1	1
Depends/other	1	*	1	*	*	1	1	*
Not answered	1	2	*	1	*	2	2	1
Total	100	100	100	100	100	100	100	100
Base (informants who do any personal shopping)	*2537*	*1085*	*1448*	*317*	*467*	*476*	*859*	*385*

(ii) Analysed by Social Class of Head of Household

	Social Class of Head of Household					
	Profess-ional	Inter-mediate	Skilled & semi-skilled non-manual	Skilled & semi-skilled manual	Unskilled	Other
	%	%	%	%	%	%
Very convenient	31	31	33	33	42	43
Fairly convenient	34	38	45	43	34	37
Not very convenient	23	19	16	16	16	11
Very inconvenient	9	9	6	5	7	7
Don't know	2	*	*	1	2	-
Depends/other	2	1	-	1	-	-
Not answered	-	2	*	2	-	1
Total	100	100	100	100	100	100
Base (informants who do any personal shopping)	*131*	*446*	*377*	*1255*	*110*	*187*

(iii) Analysed by Income of Head of Household

	Income of Head of Household					
	Up to £25	£25-£30	£30-£35	£35-£50	£50-£60	£60+
	%	%	%	%	%	%
Very convenient	34	32	34	30	33	33
Fairly convenient	43	39	38	40	30	32
Not very convenient	14	20	16	18	23	27
Very inconvenient	6	6	11	8	7	8
Don't know	1	*	1	1	-	-
Depends/other	1	1	-	1	7	-
Not answered	1	2	1	2	-	-
Total	100	100	100	100	100	100
Base (informants who do any personal shopping)	*1578*	*324*	*166*	*164*	*30*	*60*

(iv) Analysed by Responsibility for Household Shopping and Type of House

	Responsibility for household shopping			Type of House	
	Mainly responsible	Helps with	No household shopping	Whole house	Other
	%	%	%	%	%
Very convenient	34	34	33	33	37
Fairly convenient	40	45	41	42	40
Not very convenient	18	15	13	16	15
Very inconvenient	6	6	7	7	6
Don't know	1	*	1	1	1
Depends/other	1	*	*	1	1
Not answered	*	*	4	1	1
Total	100	100	100	100	100
Base (informants who do any personal shopping)	*1375*	*606*	*554*	*2048*	*476*

(v) Analysed by Working Housewives and Children in Household

	Working housewives			Children in household		
	Full-time	Part-time	Non-working	Children 0-4	Children 0-15	No children 0-15
	%	%	%	%	%	%
Very convenient	32	38	34	26	29	36
Fairly convenient	39	40	39	42	41	40
Not very convenient	20	13	18	22	20	14
Very inconvenient	8	6	6	7	7	6
Don't know	*	1	1	*	*	1
Depends/other	1	1	1	1	*	1
Not answered	1	*	1	1	1	2
Total	100	100	100	100	100	100
Base (informants who do any personal shopping)	*333*	*205*	*825*	*504*	*926*	*1187*

(vi) Analysed by Car/Refrigerator/Deep-freeze Owners and convenience of Household Shopping

	Owning		Household shopping			
	Car	Refrigerator, Deep-freeze	Very convenient	Fairly convenient	Not very convenient	Very inconvenient
	%	%	%	%	%	%
Very convenient	32	33	54	19	10	16
Fairly convenient	43	42	30	56	32	26
Not very convenient	17	18	11	18	42	28
Very inconvenient	6	6	4	6	14	28
Don't know	*	1	1	*	1	-
Depends/other	1	1	1	1	1	2
Not answered	*	*	*	*	-	-
Total	100	100	100	100	100	100
Base (informants who do any personal shopping)	*1158*	*1437*	*879*	*876*	*172*	*43*

Table 35 "What are your reasons for saying that your personal shopping is .....?" - question 17(a)

(i) Analysed by Sex and Age

	All informants	Sex		Age				
		Male	Female	18-24	25-34	35-44	45-64	65+
	%	%	%	%	%	%	%	%
A. Convenient								
Wide selection, adequate quality of shops/goods	29	30	28	26	27	29	31	29
Fits with rest of my schedule	14	19	11	16	13	17	15	10
Live near shops	14	16	14	17	12	12	14	20
Easy by car	10	11	9	8	10	11	10	11
Good public transport	10	8	12	4	6	8	12	18
Work in or near shops	5	6	4	8	5	6	6	1
Do very little shopping	5	6	4	3	2	3	4	11
Know the shops well	5	6	5	2	3	7	7	4
Shops near each other	5	5	5	6	5	4	6	3
Like to go shopping	4	2	5	2	2	3	4	4
Good service from assistants	2	2	2	*	1	2	2	4
Reasonable prices in shops	2	2	2	1	2	2	1	3
Good delivery service	2	1	2	1	1	2	2	2
Fits with household shopping	2	2	3	1	3	2	3	3
B. Inconvenient								
Poor quality of shops	18	12	22	19	22	21	16	12
Transport difficulties	12	12	13	13	14	14	11	11
Long way to shops	11	9	12	11	15	12	9	7
Does not fit with working hours, recreation	8	11	5	17	13	7	5	*
Crowded shops, busy streets	4	4	4	7	6	4	4	1
Domestic/personal problem	4	1	6	4	9	2	3	5
Shops too expensive	3	2	3	2	4	4	2	3
Poor service	2	2	2	3	1	3	2	1
Vague answers	2	3	2	3	2	2	2	3
Other answers	*	*	*	*	1	–	*	–
Not answered	2	3	1	1	1	2	3	3
Base (informant who do any personal shopping)	*2537*	*1085*	*1448*	*317*	*467*	*476*	*859*	*385*

(ii) Analysed by Responsibility for Shopping and Type of House

	Responsibility for household shopping			Type of house	
	Mainly responsible	Helps with	No household shopping	Whole house	Other
	%	%	%	%	%
A. Convenient					
Wide selection, adequate quality of shops/goods	28	31	28	29	27
Fits with rest of my schedule	11	15	22	14	14
Live near shops	14	14	16	12	25
Easy by car	9	12	9	11	5
Good public transport	12	8	6	10	10
Work in or near shops	4	6	8	5	4
Do very little shopping	4	5	5	4	7
Know the shops well	4	8	4	5	4
Shops near each other	5	6	4	5	4
Like to go shopping	4	3	2	4	2
Good service from assistants	2	1	2	2	1
Reasonable prices in shops	2	1	1	2	2
Good delivery service	2	1	1	2	2
Fits with household shopping	3	2	-	2	2
B. Inconvenient					
Poor quality of shops	22	16	9	18	18
Transport difficulties	13	13	12	13	10
Long way to shops	12	12	7	11	8
Does not fit with working hours, recreation	5	9	14	7	10
Crowded shops, busy streets	4	4	5	4	6
Domestic/personal problem	7	2	1	4	3
Shops too expensive	4	3	*	3	3
Poor service	2	2	2	2	2
Vague answers	2	2	3	2	2
Other answers	*	*	-	*	*
Not answered	1	1	5	2	2
Base (informants who do any personal shopping)	*375*	*606*	*554*	*2048*	*476*

(iii) Analysed by Working Housewives and Children in Household

	Working housewives			Children in household		
	Full-time	Part-time	Non-working	Children 0-4	Children 0-15	No children 0-15
	%	%	%	%	%	%
A. Convenient						
Wide selection, adequate quality of shops/goods	25	28	29	26	28	29
Fits with rest of my schedule	13	11	10	12	12	13
Live near shops	9	11	17	14	12	15
Easy by car	7	6	11	7	9	10
Good public transport	8	11	14	6	8	13
Work in or near shops	10	8	-	4	4	5
Do very little shopping	3	3	5	2	3	6
Know the shops well	6	4	4	5	5	6
Shops near each other	5	4	5	4	5	4
Like to go shopping	4	5	4	3	3	4
Good service from assistants	2	2	2	1	2	2
Reasonable prices in shops	2	1	2	2	2	2
Good delivery service	2	3	2	2	2	2
Fits with household shopping	3	3	3	2	2	3
B. Inconvenient						
Poor quality of shops	23	21	22	21	22	18
Transport difficulties	9	15	14	13	14	12
Long way to shops	11	12	12	14	14	10
Does not fit with working hours, recreation	14	4	1	8	8	5
Crowded shops, busy streets	8	4	2	5	5	4
Domestic/personal problem	2	5	9	12	8	3
Shops too expensive	3	4	4	4	4	3
Poor service	4	2	2	2	2	2
Vague answers	2	2	2	2	2	2
Other answers	-	*	*	1	*	*
Not answered	1	2	2	2	2	3
Base (informants who do any personal shopping)	*333*	*205*	*825*	*504*	*926*	*1187*

(iv) Analysed by Car/Refrigerator/Deep-freeze Owners and convenience of Household Shopping

	Owning		Household shopping			
	Car	Refrigerator, Deep-freeze	Very convenient	Fairly convenient	Not very convenient	Very inconvenient
	%	%	%	%	%	%
A. Convenient						
Wide selection, adequate quality of shops/goods	29	28	34	26	22	9
Fits with rest of my schedule	13	13	12	14	8	7
Live near shops	11	12	19	11	6	2
Easy by car	16	12	11	11	6	2
Good public transport	7	10	13	10	6	5
Work in or near shops	5	5	6	3	4	-
Do very little shopping	3	4	5	4	4	7
Know the shops well	7	6	6	6	3	-
Shops near each other	5	5	6	5	4	-
Like to go shopping	4	4	5	3	1	14
Good service from assistants	2	2	3	2	1	-
Reasonable prices in shops	2	2	2	2	1	2
Good delivery service	2	2	2	2	1	2
Fits with household shopping	3	3	2	4	3	-
B. Inconvenient						
Poor quality of shops	22	22	16	23	26	26
Transport difficulties	13	13	10	13	24	23
Long way to shops	12	12	8	13	20	33
Does not fit with working hours, recreation	6	6	3	6	14	14
Crowded shops, busy streets	5	4	3	5	9	7
Domestic/personal problem	5	5	3	6	11	16
Shops too expensive	2	3	3	3	5	9
Poor service	2	2	1	2	5	12
Vague answers	2	2	2	3	2	5
Other answers	*	*	*	*	1	-
Not answered	1	1	1	1	1	-
Base (informants who do any personal shopping)	*1158*	*1437*	*879*	*876*	*172*	*43*

Table 36 Shops that informant has particular difficulty in getting to - question 18(a)

(i) Analysed by Sex and Age

	All informants	Sex		Age				
		Male	Female	18-24	25-34	35-44	45-64	65+
	%	%	%	%	%	%	%	%
Does not apply	77	81	77	70	66	76	79	88
Clothing shops	7	3	7	6	11	7	6	5
Chemists	4	3	4	4	5	3	4	4
Woolworths, Marks and Spencer's, Littlewoods, British Home Stores, Bazaars	3	2	3	5	5	4	3	*
Department Store	2	1	2	3	4	3	2	1
Fishmongers	2	2	2	2	3	*	1	2
Supermarket	1	1	1	1	3	2	1	*
Shoe shops	1	–	1	2	2	1	1	2
Butchers	1	1	1	1	3	1	1	*
Ironmongers/hardware shop	1	2	1	1	2	1	1	1
Post office	1	1	1	1	1	2	1	*
Greengrocers, fruiterers	1	1	1	2	1	1	*	1
Furniture shops	1	–	1	–	3	*	*	*
Banks	*	–	*	–	*	1	*	–
Grocers	*	1	*	–	1	1	–	*
Bakers, confectioners	*	1	*	–	–	–	*	–
Public Offices	*	–	*	–	–	–	*	–
Other specific shops	3	3	3	9	5	3	2	1
Type of shop not mentioned	2	2	2	2	2	4	2	1
Not answered	*	–	*	–	*	*	*	–
Base (number of informants mainly responsible for household shopping)	*1414*	*117*	*1295*	*93*	*262*	*274*	*504*	*258*

(ii) Analysed by Region

	Region						
	London & SE	South West	Wales	Mid-lands	North West	NE & North	Scot-land
	%	%	%	%	%	%	%
Does not apply	74	84	83	79	80	77	72
Clothing shops	10	3	-	8	2	5	9
Chemists	3	4	1	3	6	4	5
Woolworth's, Marks and Spencer's, Littlewood's, British Home Stores, bazaars	6	2	-	2	1	-	2
Department stores	2	1	9	1	2	3	4
Fishmongers	3	1	-	2	1	1	1
Supermarkets	2	-	-	2	1	*	1
Shoe shops	2	-	3	1	1	1	2
Butchers	1	-	1	1	2	1	1
Ironmongers, hardware shops	1	2	4	*	1	1	2
Post Office	1	1	-	1	1	1	1
Greengrocers, fruiterers	1	2	-	-	1	1	-
Furniture shops	1	2	-	1	-	*	1
Banks	1	-	-	1	1	*	-
Grocers	*	-	1	-	2	*	-
Bakers, confectioners	*	-	-	-	1	-	-
Public Offices	*	-	-	-	-	-	-
Other specific shops	5	3	-	2	2	3	3
Type of shop not mentioned	1	2	-	3	1	4	5
Not answered	*	-	-	-	-	-	1
Base (number of informants mainly responsible for household shopping)	*440*	*110*	*89*	*230*	*159*	*209*	*173*

(iii) Analysed by Distance from Nearest Shops

	Distance from nearest shops					
	Up to ½ mile		½-1 mile		Over 1 mile	
	Car owners	Non-car owners	Car owners	Non-car owners	Car owners	Non-car owners
	%	%	%	No.	%	No.
Does not apply	74	80	73	(11)	86	(8)
Clothing shops	7	7	5	(2)	4	(1)
Chemists	4	4	2	-	-	-
Woolworth's, Marks and Spender's Littlewood's, British Home Stores, bazaars	4	2	5	-	4	-
Department stores	3	2	2	-	4	-
Fishmongers	2	1	-	-	-	-
Supermarkets	2	1	3	-	4	-
Shoe shops	1	1	3	-	4	-
Butchers	2	1	-	-	-	-
Ironmongers/hardware shops	1	1	-	-	-	-
Post Office	1	1	-	-	-	-
Greengrocers, fruiterers	1	1	-	-	-	-
Furniture shops	1	1	2	(1)	-	-
Banks	1	*	-	-	-	-
Grocers	*	*	-	-	-	-
Bakers, confectioners	*	*	-	-	-	-
Public Offices	-	*	-	-	-	-
Other specific shops	4	2	5	-	-	-
Type of shop not mentioned	2	2	8	-	4	(2)
Not answered	*	*	-	-	-	-
Base (number of informants mainly responsible for household shopping)	*689*	*610*	*60*	*13*	*28*	*11*

(iv) Analysed by Car/Refrigerator/Deep-freeze Owners and Convenience of Household Shopping

	Owning		Household shopping			
	Car	Refrigerator, Deep-freeze	Very convenient	Fairly convenient	Not very convenient	Very inconvenient
	%	%	%	%	%	%
Does not apply	74	75	83	74	62	57
Clothing shops	8	7	6	8	11	10
Chemists	4	4	3	3	8	-
Woolworth's, Marks and Spencer's Littlewood's, British Home Stores, bazaars	4	4	3	3	4	6
Department stores	2	2	1	3	3	7
Fishmongers	2	2	1	2	2	3
Supermarkets	2	2	*	2	4	-
Shoe shops	1	1	*	2	3	-
Butchers	1	2	1	1	3	3
Ironmongers/hardware shops	1	1	*	1	2	3
Post Office	1	1	1	1	-	3
Greengrocers, fruiterers	*	*	*	1	2	3
Furniture shops	1	1	*	1	1	3
Banks	1	1	*	*	2	-
Grocers	*	*	-	*	1	3
Bakers, confectioners	*	-	*	-	1	-
Public Offices	-	*	*	-	-	-
Other specific shops	4	3	2	2	8	3
Type of shops not mentioned	2	2	1	3	4	13
Not answered	*	*	*	*	-	-
Base (number of informants mainly responsible for household shopping)	*777*	*994*	*663*	*584*	*131*	*30*

Table 37 "Taking everything into account how convenient or inconvenient do you find getting the following:

First - Newspapers; greengroceries" - question 19

(i) Analysed by Sex and Age

	All informants	Sex		Age				
		Male	Female	18-24	25-34	35-44	45-64	65+
	%	%	%	%	%	%	%	%
Newspapers								
Very convenient	83	76	84	80	81	87	82	83
Fairly convenient	8	14	8	11	11	9	7	7
Not very convenient	3	3	3	4	3	2	3	2
Very inconvenient	2	2	2	1	2	1	2	*
DNA/not concerned	4	4	5	4	3	2	6	7
Total	100	100	100	100	100	100	100	100
Greengroceries								
Very convenient	67	61	68	74	62	65	71	65
Fairly convenient	21	26	20	20	25	22	18	22
Not very convenient	6	2	6	3	8	8	5	4
Very inconvenient	2	4	2	2	2	2	2	2
DNA/not concerned	4	7	4	-	3	3	4	7
Total	100	100	100	100	100	100	100	100
Base (number of informants mainly responsible for household shopping)	*1414*	*117*	*1295*	*93*	*262*	*274*	*504*	*258*

(ii) Analysed by Distance from Nearest Shops

	Distance from nearest shops					
	Up to ½ mile		½-1 mile		Over 1 mile	
	Car owners	Non-car owners	Car owners	Non-car owners	Car owners	Non-car owners
	%	%	%	No.	%	No.
Newspapers						
Very convenient	85	83	70	(13)	71	(5)
Fairly convenient	8	8	18	-	4	-
Not very convenient	2	3	7	-	7	-
Very inconvenient	1	*	3	-	14	(5)
DNA/not concerned	4	6	2	-	-	(1)
Total	100	100	100	(13)	100	(11)
Greengroceries						
Very convenient	68	71	38	(10)	50	(5)
Fairly convenient	22	19	32	-	21	(2)
Not very convenient	5	5	15	(2)	4	(1)
Very inconvenient	2	2	7	(1)	-	(1)
DNA/not concerned	4	3	8	-	21	(2)
Total	100	100	100	(13)	100	(11)
Base (number of informants mainly responsible for household shopping)	*689*	*610*	*60*	*13*	*28*	*11*

(iii) Analysed by Working Housewives and Children in Household

	Working housewives			Children in household		
	Full-time	Part-time	Non-working	Children 0-4	Children 0-15	No children 0-15
	%	%	%	%	%	%
Newspapers						
Very convenient	81	87	84	85	86	81
Fairly convenient	9	7	7	8	8	9
Not very convenient	3	1	3	2	2	3
Very inconvenient	2	*	2	2	1	2
DNA/not concerned	5	4	5	3	3	5
Total	100	100	100	100	100	100
Greengroceries						
Very convenient	68	70	66	68	68	67
Fairly convenient	21	22	20	20	20	22
Not very convenient	4	4	7	9	8	4
Very inconvenient	3	*	2	1	1	2
DNA/not concerned	3	4	5	2	3	5
Total	100	100	100	100	100	100
Base (number of informants mainly responsible for household shopping)	*315*	*198*	*814*	*280*	*575*	*828*

(iv) Analysed by Car/Refrigerator/Deep-freeze Owners and Convenience of Household Shopping

	Owning		Household shopping			
	Car	Refrigerator, Deep-freeze	Very convenient	Fairly convenient	Not very convenient	Very inconvenient
	%	%	%	%	%	%
Newspapers						
Very convenient	83	83	90	79	70	70
Fairly convenient	9	9	4	12	14	10
Not very convenient	3	3	1	4	6	3
Very inconvenient	2	1	1	2	5	3
DNA/not concerned	3	4	4	4	5	13
Total	100	100	100	100	100	100
Greengroceries						
Very convenient	65	66	82	58	34	43
Fairly convenient	22	21	12	30	27	23
Not very convenient	6	6	1	7	25	10
Very inconvenient	2	2	1	1	9	13
DNA/not concerned	5	4	4	4	4	10
Total	100	100	100	100	100	100
Base (number of informants mainly responsible for household shopping)	*777*	*994*	*663*	*584*	*131*	*30*

Table 38 "... second, groceries; bread, ..." - question 19

(i) Analysed by Sex and Age

	All informants	Sex		Age				
		Male	Female	18-24	25-34	35-44	45-64	65+
	%	%	%	%	%	%	%	%
Groceries								
Very convenient	69	64	69	73	62	70	71	68
Fairly convenient	25	28	25	16	31	26	23	26
Not very convenient	5	5	5	11	5	3	5	5
Very inconvenient	1	2	1	-	1	*	1	1
DNA/not concerned	*	-	*	-	-	1	*	-
Total	100	100	100	100	100	100	100	100
Bread								
Very convenient	79	69	80	82	79	80	78	79
Fairly convenient	15	21	15	14	15	16	15	17
Not very convenient	3	6	3	3	3	1	4	3
Very inconvenient	1	2	1	-	1	2	1	-
DNA/not concerned	1	1	1	1	1	1	2	1
Total	100	100	100	100	100	100	100	100
Base (number of informants mainly responsible for household shopping)	*1414*	*117*	*1295*	*93*	*262*	*274*	*504*	*258*

(ii) Analysed by Distance from Nearest Shops

	Distance from nearest shops					
	Up to ½ mile		½-1 mile		Over 1 mile	
	Car owners	Non-car owners	Car owners	Non-car owners	Car owners	Non-car owners
	%	%	%	No.	%	No.
Groceries						
Very convenient	70	72	40	(9)	50	(5)
Fairly convenient	25	22	48	(1)	36	(4)
Not very convenient	4	5	8	(3)	7	(2)
Very inconvenient	*	1	3	-	4	-
DNA/not concerned	*	-	-	-	-	-
Total	100	100	100	(13)	100	(11)
Bread						
Very convenient	81	80	58	(11)	71	(6)
Fairly convenient	15	15	28	(1)	21	(2)
Not very convenient	2	3	7	(1)	-	(1)
Very inconvenient	1	1	3	-	4	(1)
DNA/not concerned	1	1	3	-	-	(1)
Total	100	100	100	(13)	100	(11)
Base (number of informants mainly responsible for household shopping)	*689*	*610*	*60*	*13*	*28*	*11*

(iii) Analysed by Working Housewives and Children in Household

	Working housewives			Children in household		
	Full-time	Part-time	Non-working	Children 0-4	Children 0-15	No children 0-15
	%	%	%	%	%	%
Groceries						
Very convenient	70	75	67	69	68	69
Fairly convenient	25	20	27	22	24	26
Not very convenient	4	4	5	7	6	4
Very inconvenient	1	*	1	1	1	1
DNA/not concerned	*	*	*	-	*	-
Total	100	100	100	100	100	100
Bread						
Very convenient	73	80	81	84	83	76
Fairly convenient	18	17	15	12	14	17
Not very convenient	6	1	2	1	1	4
Very inconvenient	2	*	1	1	1	1
DNA/not concerned	1	1	1	1	1	1
Total	100	100	100	100	100	100
Base (number of informants mainly responsible for household shopping)	*315*	*198*	*814*	*280*	*575*	*828*

(iv) Analysed by Car/Refrigerator/Deep-freeze Owners and Convenience of Household Shopping

	Owning		Household shopping			
	Car	Refrigerator, Deep-freeze	Very convenient	Fairly convenient	Not very convenient	Very inconvenient
	%	%	%	%	%	%
Groceries						
Very convenient	67	68	89	56	30	37
Fairly convenient	28	26	9	40	37	37
Not very convenient	4	5	1	4	29	17
Very inconvenient	1	1	*	*	3	10
DNA/not concerned	*	*	*	*	1	-
Total	100	100	100	100	100	100
Bread						
Very convenient	78	78	91	72	55	67
Fairly convenient	16	16	6	23	27	17
Not very convenient	3	3	1	3	13	3
Very inconvenient	1	1	*	1	3	7
DNA/not concerned	1	1	*	1	2	7
Total	100	100	100	100	100	100
Base (number of informants mainly responsible for household shopping)	*777*	*994*	*663*	*584*	*131*	*30*

Table 39 "... third, meat; fish, ..." - question 19

(i) Analysed by Sex and Age

	All informants	Sex: Male	Sex: Female	Age: 18-24	Age: 25-34	Age: 35-44	Age: 45-64	Age: 65+
	%	%	%	%	%	%	%	%
Meat								
Very convenient	67	61	67	57	58	67	72	69
Fairly convenient	24	27	23	25	30	24	19	25
Not very convenient	7	6	7	13	10	6	7	3
Very inconvenient	2	3	2	3	2	3	1	1
DNA/not concerned	1	2	1	2	*	-	1	1
Total	100	100	100	100	100	100	100	100
Fish								
Very convenient	47	38	47	45	39	44	52	49
Fairly convenient	24	26	24	18	26	24	22	27
Not very convenient	15	12	15	17	20	17	14	9
Very inconvenient	7	5	7	6	8	9	6	4
DNA/not concerned	8	17	7	13	6	7	6	10
Total	100	100	100	100	100	100	100	100
Base (number of informants mainly responsible for household shopping)	*1414*	*117*	*1295*	*93*	*262*	*274*	*504*	*258*

(ii) Analysed by Working Housewives and Children in Household

	Working housewives: Full-time	Working housewives: Part-time	Working housewives: Non-working	Children in household: Children 0-4	Children in household: Children 0-15	Children in household: No children 0-15
	%	%	%	%	%	%
Meat						
Very convenient	63	74	65	59	63	69
Fairly convenient	25	19	25	25	26	22
Not very convenient	8	4	8	12	8	6
Very inconvenient	3	1	2	4	3	1
DNA/not concerned	1	1	1	*	*	1
Total	100	100	100	100	100	100
Fish						
Very convenient	42	54	46	41	44	49
Fairly convenient	22	19	26	26	23	25
Not very convenient	16	15	15	18	19	12
Very inconvenient	9	8	6	10	8	5
DNA/not concerned	11	4	6	6	6	9
Total	100	100	100	100	100	100
Base (number of informants mainly responsible for household shopping)	*315*	*198*	*814*	*280*	*575*	*828*

(iii) Analysed by Distance from Nearest Shops

	Distance from nearest shops					
	Up to ½ mile		½-1 mile		Over 1 mile	
	Car owners	Non-car owners	Car owners	Non-car owners	Car owners	Non-car owners
	%	%	%	No.	%	No.
Meat						
Very convenient	67	68	57	(8)	71	(3)
Fairly convenient	24	22	38	(3)	18	(5)
Not very convenient	7	6	5	(2)	4	(1)
Very inconvenient	2	2	-	-	4	(2)
DNA/not concerned	*	1	-	-	-	-
Total	100	100	100	(13)	100	(11)
Fish						
Very convenient	45	51	33	(4)	39	(3)
Fairly convenient	25	24	23	(1)	25	(1)
Not very convenient	17	12	20	(2)	11	(1)
Very inconvenient	6	5	13	(6)	14	(3)
DNA/not concerned	7	8	10	-	7	(3)
Total	100	100	100	(13)	100	(11)
Base (number of informants mainly responsible for household shopping)	*689*	*610*	*60*	*13*	*28*	*11*

(iv) Analysed by Car/Refreigerator/Deep-freeze Owners and Convenience of Household Shopping

	Owning		Household shopping			
	Car	Refrig-erator, Deep-freeze	Very conven-ient	Fairly conven-ient	Not very conven-ient	Very incon-venient
	%	%	%	%	%	%
Meat						
Very convenient	66	66	85	56	35	20
Fairly convenient	25	25	12	34	34	43
Not very convenient	7	7	2	8	21	20
Very inconvenient	2	2	*	2	8	13
DNA/not concerned	*	*	1	1	2	-
Total	100	100	100	100	100	100
Fish						
Very convenient	44	45	63	35	18	33
Fairly convenient	25	24	16	32	23	37
Not very convenient	17	16	12	16	32	7
Very inconvenient	7	7	3	8	14	23
DNA/not concerned	7	7	6	9	12	-
Total	100	100	100	100	100	100
Base (number of informants mainly responsible for household shopping)	*777*	*994*	*663*	*584*	*131*	*30*

Table 40 "... fourth, ironmongery and hardware; clothing, ..." - question 19

(i) Analysed by Sex and Age

	All informants	Sex		Age				
		Male	Female	18-24	25-34	35-44	45-64	65+
	%	%	%	%	%	%	%	%
Ironmongery and hardware								
Very convenient	47	49	47	45	43	44	50	48
Fairly convenient	31	34	31	34	32	33	32	26
Not very convenient	12	6	12	13	15	14	10	8
Very inconvenient	4	3	4	4	5	5	3	3
DNA/not concerned	6	7	6	3	5	4	5	15
Total	100	100	100	100	100	100	100	100
Clothing								
Very convenient	32	37	31	29	24	24	37	37
Fairly convenient	36	31	36	34	38	39	33	37
Not very convenient	22	20	22	29	27	24	22	13
Very inconvenient	7	8	7	6	8	11	6	4
DNA/not concerned	2	4	2	1	2	1	2	8
Total	100	100	100	100	100	100	100	100
Base (number of informants mainly responsible for household shopping)	*1414*	*117*	*1295*	*93*	*262*	*274*	*504*	*258*

(ii) Analysed by Working Housewives and Children in Household

	Working Housewives			Children in Household		
	Full-time	Part-time	Non-working	Children 0-4	Children 0-15	No children 0-15
	%	%	%	%	%	%
Ironmongery and hardware						
Very convenient	48	52	45	46	46	48
Fairly convenient	30	28	32	33	32	30
Not very convenient	11	11	12	13	14	10
Very inconvenient	4	4	4	5	5	3
DNA/not concerned	8	6	6	3	3	9
Total	100	100	100	100	100	100
Clothing						
Very convenient	30	35	31	24	26	36
Fairly convenient	38	36	36	37	36	36
Not very convenient	23	22	22	30	27	19
Very inconvenient	7	7	7	8	9	6
DNA/not concerned	1	-	3	1	1	4
Total	100	100	100	100	100	100
Base (number of informants mainly responsible for household shopping)	*315*	*198*	*814*	*280*	*575*	*828*

(iii) Analysed by Distance from Nearest Shops

	Distance from nearest shops					
	Up to ½ mile		½-1 mile		Over 1 mile	
	Car owners	Non car owners	Car owners	Non car owners	Car owners	Non car owners
	%	%	%	No.	%	No.
Ironmongery and hardware						
Very convenient	49	48	32	(6)	32	(3)
Fairly convenient	33	28	40	(1)	50	(2)
Not very convenient	11	12	17	(1)	11	(3)
Very inconvenient	4	3	5	(3)	-	(1)
DNA/not concerned	3	10	7	(2)	4	(2)
Total	100	100	100	(13)	100	(11)
Cothing						
Very convenient	30	35	20	(3)	21	(3)
Fairly convenient	38	33	42	(4)	39	(3)
Not very convenient	24	20	27	(3)	21	(1)
Very inconvenient	6	7	12	(3)	7	(2)
DNA/not concerned	1	4	-	-	7	(2)
Total	100	100	100	(13)	100	(11)
Base (number of informants mainly responsible for household shopping)	*689*	*610*	*60*	*13*	*28*	*11*

(iv) Analysed by Car/Refrigerator/Deep-freeze Owners and Convenience of Household Shopping

	Owning		Household shopping			
	Car	Refrigerator, Deep-freeze	Very convenient	Fairly convenient	Not very convenient	Very inconvenient
	%	%	%	%	%	%
Ironmongery and hardware						
Very convenient	47	46	67	32	16	20
Fairly convenient	34	32	21	42	31	33
Not very convenient	12	12	6	13	32	13
Very inconvenient	4	4	1	4	8	27
DNA/not concerned	3	5	4	8	13	3
Total	100	100	100	100	100	100
Clothing						
Very convenient	29	30	47	19	12	23
Fairly convenient	38	36	31	44	30	20
Not very convenient	24	24	15	27	37	27
Very inconvenient	7	7	5	6	17	27
DNA/not concerned	1	2	2	3	5	-
Total	100	100	100	100	100	100
Base (number of informants mainly responsible for household shopping)	*777*	*994*	*663*	*584*	*131*	*30*

(v) Analysed by Convenience of Personal Shopping

	Convenience of personal shopping			
	Very convenient	Fairly convenient	Not very convenient	Very inconvenient
	%	%	%	%
Ironmongery and hardware				
Very convenient	68	41	28	27
Fairly convenient	20	40	36	28
Not very convenient	6	10	22	20
Very inconvenient	2	2	7	15
DNA/not concerned	4	6	6	8
Total	100	100	100	100
Clothing				
Very convenient	65	19	7	7
Fairly convenient	23	57	26	15
Not very convenient	8	19	54	31
Very inconvenient	2	3	12	41
DNA/not concerned	2	2	1	4
Total	100	100	100	100
Base (number of informants mainly responsible for household shopping)	*465*	*549*	*247*	*88*

Table 41 "... fifth, shoes, ..." - question 19

(i) Analysed by Sex and Age

	All informants	Sex		Age				
		Male	Female	18-24	25-34	35-44	45-64	65+
	%	%	%	%	%	%	%	%
Shoes								
Very convenient	38	37	38	30	34	33	42	39
Fairly convenient	36	35	36	36	37	38	34	38
Not very convenient	18	17	18	27	21	19	16	12
Very inconvenient	7	6	7	6	8	10	6	6
DNA/not concerned	2	3	1	1	*	*	1	5
Total	100	100	100	100	100	100	100	100
Base (number of informants mainly responsible for household shopping)	*1414*	*117*	*1295*	*93*	*262*	*274*	*504*	*258*

(ii) Analysed by Working Housewives and Children in Household

	Working housewives			Children in household		
	Full-time	Part-time	Non-working	Children 0-4	Children 0-15	No children 0-15
	%	%	%	%	%	%
Shoes						
Very convenient	40	48	34	31	32	41
Fairly convenient	36	30	38	36	36	36
Not very convenient	18	18	18	23	23	14
Very inconvenient	5	4	8	9	8	6
DNA/not concerned	1	-	2	1	*	2
Total	100	100	100	100	100	100
Base (number of informants mainly responsible for household shopping)	*315*	*198*	*814*	*280*	*575*	*828*

(iii) Analysed by Distance from Nearest Shops

	Distance from nearest shops					
	Up to ½ mile		½-1 mile		Over 1 mile	
	Car owners	Non car owners	Car owners	Non car owners	Car owners	Non car owners
	%	%	%	No.	%	No.
Shoes						
Very convenient	37	40	28	(5)	29	(1)
Fairly convenient	37	34	43	(3)	43	(5)
Not very convenient	18	17	17	(2)	18	(1)
Very inconvenient	7	6	12	(3)	4	(2)
DNA/not concerned	1	2	-	-	4	(2)
Total	100	100	100	(13)	100	(11)
Base (number of informants mainly responsible for household shopping)	*689*	*610*	*60*	*13*	*28*	*11*

(iv) Analysed by Car/Refrigerator/Deep-freeze Owners and Convenience of Household Shopping

	Owning		Household shopping			
	Car	Refrigerator, Deep-freeze	Very convenient	Fairly convenient	Not very convenient	Very inconvenient
	%	%	%	%	%	%
Shoes						
Very convenient	36	36	54	24	18	27
Fairly convenient	38	37	28	48	28	27
Not very convenient	18	18	12	20	33	17
Very inconvenient	7	7	5	6	18	27
DNA/not concerned	1	1	1	1	3	-
Total	100	100	100	100	100	100
Base (number of informants mainly responsible for household shopping)	*777*	*994*	*663*	*584*	*131*	*30*

(v) Analysed by Convenience of Personal Shopping

	Convenience of personal shopping			
	Very convenient	Fairly convenient	Not very convenient	Very inconvenient
	%	%	%	%
Shoes				
Very convenient	67	26	17	20
Fairly convenient	21	54	34	26
Not very convenient	8	17	35	19
Very inconvenient	3	3	14	31
DNA/not concerned	2	*	*	2
Total	100	100	100	100
Base (number of informants mainly responsible for household shopping)	*465*	*549*	*247*	*88*

Table 42 "How convenient or inconvenient do you find it to get to each of the following: Chemists, Post Office, Bank, Town Hall and other Public Offices" - question 20

(i) Analysed by Sex and Age

	All informants	Sex		Age				
		Male	Female	18-24	25-34	35-44	45-64	65+
	%	%	%	%	%	%	%	%
Chemist								
Very convenient	57	55	58	63	58	58	55	59
Fairly convenient	24	30	23	18	24	24	25	23
Not very convenient	10	6	11	11	12	9	11	8
Very inconvenient	8	7	8	8	6	9	9	8
DNA/not concerned	*	3	*	-	-	-	*	1
Total	100	100	100	100	100	100	100	100
Post Office								
Very convenient	67	59	68	72	69	69	65	68
Fairly convenient	23	31	22	17	24	23	24	24
Not very convenient	6	5	6	10	5	4	8	5
Very inconvenient	3	5	3	1	3	3	4	2
DNA/not concerned	*	-	*	-	-	1	-	-
Total	100	100	100	100	100	100	100	100
Bank								
Very convenient	38	37	38	38	37	40	38	36
Fairly convenient	27	28	27	23	26	32	27	23
Not very convenient	14	9	14	24	20	14	12	6
Very inconvenient	7	10	7	11	8	9	8	2
DNA/not concerned	14	15	14	5	8	5	15	33
Total	100	100	100	100	100	100	100	100
Town Hall and other public offices								
Very convenient	23	22	23	18	23	22	26	18
Fairly convenient	35	34	35	36	30	35	38	36
Not very convenient	19	12	19	24	22	21	17	13
Very inconvenient	12	15	12	10	9	15	11	14
DNA/not concerned	11	16	10	13	15	6	7	18
Total	100	100	100	100	100	100	100	100
Base (number of informants mainly responsible for household shopping)	*1414*	*117*	*1295*	*93*	*262*	*274*	*504*	*258*

(ii) Analysed by Working Housewives and Children in Household

	Working housewives			Children in household		
	Full-time	Part-time	Non-working	Children 0-4	Children 0-15	No children 0-15
	%	%	%	%	%	%
Chemists						
Very convenient	56	61	57	57	57	58
Fairly convenient	24	27	22	21	22	25
Not very convenient	10	8	12	13	12	9
Very inconvenient	10	4	9	9	9	7
DNA/not concerned	*	–	*	–	–	1
Total	100	100	100	100	100	100
Post Office						
Very convenient	61	78	68	71	70	66
Fairly convenient	23	16	24	22	22	24
Not very convenient	7	4	6	5	5	7
Very inconvenient	8	2	1	1	2	4
DNA/not concerned	*	–	*	*	*	*
Total	100	100	100	100	100	100
Bank						
Very convenient	37	43	37	34	36	39
Fairly convenient	22	32	28	27	28	26
Not very convenient	17	10	13	22	18	10
Very inconvenient	15	5	5	8	8	7
DNA/not concerned	8	10	17	9	9	18
Total	100	100	100	100	100	100
Town Hall and other public offices						
Very convenient	24	26	21	22	22	24
Fairly convenient	33	40	36	35	34	36
Not very convenient	19	15	20	21	23	16
Very inconvenient	13	9	12	12	12	12
DNA/not concerned	10	11	11	9	9	12
Total	100	100	100	100	100	100
Base (number of informants mainly responsible for household shopping)	*315*	*198*	*814*	*280*	*575*	*828*

(iii) Analysed by Distance from Nearest Shops

	Distance from nearest shops					
	Up to ½ mile		½-1 mile		Over 1 mile	
	Car owners	Non-car owners	Car owners	Non-car owners	Car owners	Non-car owners
	%	%	%	No.	%	No.
Chemists						
Very convenient	58	61	33	(7)	39	(2)
Fairly convenient	24	22	38	(5)	29	(2)
Not very convenient	10	10	13	(1)	11	(1)
Very inconvenient	8	7	15	-	21	(6)
DNA/not concerned	*	1	-	-	-	-
Total	100	100	100	(13)	100	(11)
Post Office						
Very convenient	69	71	37	(6)	50	(3)
Fairly convenient	23	20	50	(6)	29	(3)
Not very convenient	6	6	5	-	11	(2)
Very inconvenient	2	3	7	(1)	11	(3)
DNA/not concerned	*	*	2	-	-	-
Total	100	100	100	(13)	100	(11)
Bank						
Very convenient	40	37	23	(4)	36	(3)
Fairly convenient	29	23	40	(3)	32	(1)
Not very convenient	15	11	15	(2)	18	(2)
Very inconvenient	8	5	13	(2)	4	(4)
DNA/not concerned	8	23	8	(2)	11	(1)
Total	100	100	100	(13)	100	(11)
Town Hall and other public offices						
Very convenient	24	22	18	(3)	39	(1)
Fairly convenient	35	37	28	(3)	32	(3)
Not very convenient	20	16	30	(2)	21	(1)
Very inconvenient	12	11	12	(3)	7	(5)
DNA/not concerned	9	13	12	(2)	-	(1)
Total	100	100	100	(13)	100	(11)
Base (number of informants mainly responsible for household shopping)	*689*	*610*	*60*	*13*	*28*	*11*

(iv) Analysed by Car/Refrigerator/Deep-freeze Owners and Convenience of Household Shopping

	Owning		Household shopping			
	Car	Refrigerator, Deep-freeze	Very convenient	Fairly convenient	Not very convenient	Very inconvenient
	%	%	%	%	%	%
Chemists						
Very convenient	55	57	72	48	30	30
Fairly convenient	25	24	15	32	30	33
Not very convenient	11	11	7	12	22	7
Very inconvenient	9	8	5	8	18	30
DNA/not concerned	*	-	*	*	1	-
Total	100	100	100	100	100	100
Post Office						
Very convenient	66	66	81	60	37	43
Fairly convenient	25	23	13	30	36	37
Not very convenient	6	7	4	6	19	7
Very inconvenient	3	4	2	3	7	13
DNA/not concerned	*	*	*	-	1	-
Total	100	100	100	100	100	100
Bank						
Very convenient	39	39	53	26	18	20
Fairly convenient	30	28	21	34	26	13
Not very convenient	15	14	8	16	24	27
Very inconvenient	9	8	4	8	17	23
DNA/not concerned	8	11	13	16	14	17
Total	100	100	100	100	100	100
Town Hall and other public offices						
Very convenient	24	22	34	14	8	10
Fairly convenient	34	34	32	42	24	23
Not very convenient	20	20	15	20	29	20
Very inconvenient	12	12	7	14	24	37
DNA/not concerned	9	10	11	10	14	10
Total	100	100	100	100	100	100
Base (number of informants mainly responsible for household shopping)	*777*	*994*	*663*	*584*	*131*	*30*

(v) Analysed by Convenience of Personal Shopping

	Convenience of personal shopping					
	Very convenient	Fairly convenient	Not very convenient	Very inconvenient	Don't know	Depends/ other
	%	%	%	%	No.	No.
Chemists						
Very convenient	75	51	47	39	(8)	(4)
Fairly convenient	13	30	26	33	(3)	(5)
Not very convenient	6	12	16	10	(1)	(2)
Very inconvenient	5	8	10	18	-	-
DNA/not concerned	-	-	*	-	-	-
Total	100	100	100	100	(12)	(11)
Post Office						
Very convenient	80	65	61	47	(6)	(7)
Fairly convenient	13	26	27	39	(6)	(3)
Not very convenient	4	6	9	6	-	(1)
Very inconvenient	2	3	3	9	-	-
DNA/not concerned	*	*	-	-	-	-
Total	100	100	100	100	(12)	(11)
Base (number of informants mainly responsible for household shopping)	*465*	*549*	*247*	*88*	*12*	*11*

Table 43 "Do you have any of the following delivered?" - question 21

(i) Analysed by Sex and Age

	All informants	Sex		Age				
		Male	Female	18-24	25-34	35-44	45-64	65+
	%	%	%	%	%	%	%	%
Milk	87	68	88	78	89	89	86	87
Newspapers	65	57	66	44	61	65	68	72
Bread	24	13	25	13	25	29	24	22
Other dairy produce	23	19	24	16	23	26	26	18
Meat	13	11	13	6	10	11	15	14
Greengroceries	12	10	12	8	12	13	12	11
Groceries	12	9	12	5	10	14	13	12
Fish	7	5	7	3	9	5	7	8
Not answered	8	17	7	17	7	7	8	6
Base (number of informants mainly responsible for household shopping)	*1414*	*117*	*1295*	*93*	*262*	*274*	*504*	*258*

(ii) Analysed by Working Housewives and Children in Household

	Working housewives			Children in household		
	Full-time	Part-time	Non-working	Children 0-4	Children 0-15	No children 0-15
	%	%	%	%	%	%
Milk	78	92	89	93	91	84
Newspapers	58	69	67	60	65	65
Bread	13	26	28	28	29	20
Other dairy produce	18	27	24	25	27	21
Meat	7	11	16	12	13	13
Greengroceries	7	12	14	15	14	10
Groceries	9	11	13	12	13	11
Fish	2	6	9	8	8	6
Not answered	12	4	7	5	6	10
Base (number of informants mainly responsible for household shopping)	*315*	*198*	*814*	*280*	*575*	*828*

(iii) Analysed by Social Class of Head of Household

	Social Class of Head of Household					
	Professional	Intermediate	Skilled & semi-skilled non-manual	Skilled & semi-skilled manual	Unskilled	Other
	%	%	%	%	%	%
Milk	99	89	84	87	75	85
Newspapers	81	77	61	63	47	64
Bread	33	30	20	25	13	15
Other dairy produce	30	32	20	22	15	16
Meat	25	18	9	12	3	10
Greengroceries	14	17	10	12	5	9
Groceries	12	14	11	13	10	7
Fish	13	11	7	6	-	4
Not answered	-	5	11	7	23	10
Base (number of informants mainly responsible for household shopping)	*69*	*250*	*204*	*681*	*60*	*135*

(iv) Analysed by Income of Head of Household

	Income of Head of Household					
	Up to £25	£25-£30	£30-£35	£35-£50	£50-£60	£60+
	%	%	%	%	No.	%
Milk	84	90	95	94	(17)	93
Newspapers	63	64	73	84	(17)	74
Bread	23	23	30	33	(5)	18
Other dairy produce	20	28	26	36	(4)	26
Meat	13	7	12	19	(5)	18
Greengroceries	11	9	20	15	(1)	11
Groceries	12	10	13	14	(3)	7
Fish	7	6	12	3	(4)	4
Not answered	11	4	-	1	-	-
Base (number of informants mainly responsible for household shopping)	*923*	*163*	*82*	*73*	*18*	*27*

(v) Analysed by Distance from Nearest Shops

	Distance from nearest shops					
	Up to ½ mile		½-1 mile		Over 1 mile	
	Car owners	Non car owners	Car owners	Non car owners	Car owners	Non car owners
	%	%	%	No.	%	No.
Milk	92	82	92	(11)	68	(6)
Newspapers	71	58	67	(11)	64	(5)
Bread	27	18	37	(4)	54	(5)
Other dairy produce	27	17	37	(2)	39	(2)
Meat	14	10	25	(2)	43	(1)
Greengroceries	13	10	13	(4)	14	(1)
Groceries	13	10	15	(4)	18	(3)
Fish	8	5	10	(2)	18	(1)
Not answered	3	13	5	(1)	11	(3)
Base (number of informants mainly responsible for household shopping)	*689*	*610*	*60*	*13*	*28*	*11*

(vi) Analysed by Car/Refrigerator/Deep-freeze Owners and Convenience of Household Shopping

	Owning		Household shopping			
	Car	Refrigerator, Deep-freeze	Very convenient	Fairly convenient	Not very convenient	Very inconvenient
	%	%	%	%	%	%
Milk	91	92	86	88	86	80
Newspapers	71	68	69	63	61	50
Bread	29	25	22	24	29	37
Other dairy produce	28	26	24	23	19	23
Meat	16	14	12	13	12	17
Greengroceries	13	13	11	14	10	20
Groceries	13	13	11	13	9	27
Fish	9	8	5	9	8	3
Not answered	3	4	8	7	12	13
Base (number of informants mainly responsible for household shopping)	*777*	*994*	*663*	*584*	*131*	*30*

Table 44

"Is there any particular reason why you don't have the milk delivered?" - question 21(a).

	All Informants
	%
Demand too small	39
Shops nearby/handy	23
No-one at home to collect	13
Delivery service unsatisfactory	11
No delivery service available	10
We produce our own	8
Dislike running up bills	4
Cheaper not to have delivered	3
Contacts with the trade	2
Quality better in shops	2
Prefer variety	*
Like to see what I'm getting	-
Like to get out	-
Someone else does the shopping	-
I like shopping	-
Vague/irrelevant answers	4
Other reasons	3
Not answered	2
Base (informants mainly responsible for household shopping who do not have milk delivered)	*186*

Table 45 "Is there any particular reason why you don't have the bread delivered?" - question 21(b)

(i) Analysed by Social Class of Head of Household

	All informants	Social Class of Head of Household					
		Professional	Intermediate	Skilled & semi-skilled non manual	Skilled & semi-skilled manual	Unskilled	Other
	%	%	%	%	%	%	%
Demand too small	34	37	43	33	28	25	50
Shops nearby/handy	28	20	23	28	33	27	23
No delivery service available	24	30	26	23	23	14	24
No-one at home to collect	12	13	14	15	11	17	3
Quality better in shops	7	2	3	8	7	17	5
Like to see what I'm getting	6	4	6	5	5	12	11
Delivery service unsatisfactory	5	4	6	4	5	4	4
We bake our own	2	9	2	2	2	2	-
Cheaper not to have delivered	3	4	2	1	4	-	3
Contacts with the trade	1	-	2	2	1	2	2
Like to get out	1	-	2	-	1	2	3
Dislike running up bills	1	-	-	1	1	2	2
Prefer variety	1	-	-	2	1	-	2
Someone else does the shopping	*	-	-	1	*	-	-
I like shopping	*	-	-	-	*	-	-
Vague/irrelevant answers	3	2	1	3	4	4	2
Others	3	4	3	1	2	2	9
Not answered	*	-	1	1	*	-	1
Base (informants mainly responsible for household shopping who do not have bread delivered)	*1073*	*46*	*176*	*163*	*510*	*52*	*115*

(ii) Analysed by Income of Head of Household

	Income of Head of Household					
	Up to £25	£25-£30	£30-£35	£35-£50	£50-£60	£60+
	%	%	%	%	No.	%
Demand too small	35	26	37	33	(7)	50
Shops nearby/handy	28	35	28	24	(2)	9
No delivery service available	24	14	30	26	(4)	27
No-one at home to collect	11	16	12	16	-	14
Quality better in shops	7	14	5	4	-	-
Like to see what I'm getting	5	3	5	10	(1)	18
Delivery service unsatisfactory	4	9	7	14	(1)	4
We bake our own	2	4	-	2	-	-
Cheaper not to have delivered	3	4	4	-	-	-
Contacts with the trade	1	-	-	2	-	-
Like to get out	2	1	-	2	-	-
Dislike running up bills	1	3	-	-	-	-
Prefer variety	2	-	4	-	-	-
Someone else does the shopping	*	-	-	-	-	-
I like shopping	*	1	-	-	-	-
Vague/irrelevant answers	3	2	2	2	-	4
Other answers	4	2	2	2	-	4
Not answered	*	-	2	-	-	-
Base (informants mainly responsible for household shopping who do not have bread delivered)	*710*	*125*	*57*	*49*	*13*	*22*

(iii) Analysed by Working Housewives and Children in Household

	Working housewives			Children in household		
	Full-time	Part-time	Non-working	Children 0-4	Children 0-15	No children 0-15
	%	%	%	%	%	%
Demand too small	35	29	34	27	25	39
Shops nearby/handy	28	33	27	37	32	26
No delivery service available	20	24	26	22	26	23
No-one at home to collect	26	12	4	5	9	14
Quality better in shops	8	8	6	11	10	4
Like to see what I'm getting	4	8	6	3	5	6
Delivery service unsatisfactory	2	7	5	5	6	4
We bake our own	2	4	2	1	2	2
Cheaper not to have delivered	1	5	3	4	5	2
Contacts with the trade	3	-	1	*	1	1
Like to get out	-	-	2	2	1	1
Dislike running up bills	1	-	2	2	2	*
Prefer variety	1	1	2	-	2	1
Someone else does the shopping	-	-	*	-	-	*
I like shopping	-	-	*	1	*	-
Vague/irrelevant answers	3	2	3	4	3	3
Other answers	2	2	4	2	3	3
Not answered	1	-	*	-	*	1
Base (informants mainly responsible for household shopping who do not have bread delivered.	*275*	*147*	*585*	*202*	*408*	*659*

(iv) Analysed by Car/Refrigerator/Deep-freeze Owners and Convenience of Household Shopping

	Owning		Household shopping			
	Car	Refrigerator, Deep-freeze	Very convenient	Fairly convenient	Not very convenient	Very inconvenient.
	%	%	%	%	%	No.
Demand too small	32	34	33	34	31	(6)
Shops nearby/handy	27	28	35	23	22	(2)
No delivery service available	25	23	24	25	20	(6)
No-one at home to collect	13	13	11	13	12	(2)
Quality better in shops	7	7	6	7	11	(2)
Like to see what I'm getting	6	6	6	6	3	(2)
Delivery service unsatisfactory	6	5	4	6	3	-
We bake our own	3	2	2	2	3	(1)
Cheaper not to have delivered	2	3	2	3	5	(1)
Contacts with the trade	2	2	2	1	2	-
Like to get out	*	1	2	1	1	-
Dislike running up bills	1	1	1	1	1	-
Prefer variety	2	1	2	1	-	-
Someone else does the shopping	*	*	-	*	-	-
I like shopping	*	*	*	-	-	-
Vague/irrelevant answers	3	3	4	2	1	-
Others	3	3	3	4	1	(2)
Not answered.	1	*	*	*	2	-
Base (informants mainly responsible for household shopping who do not have bread delivered)	*555*	*743*	*515*	*443*	*93*	*19*

Table 46 "Is there any particular reason why you don't have your groceries delivered?" - question 21(c)

(i) Analysed by Social Class of Head of Household

	All informants	Social Class of Head of Household					
		Profes-sional	Inter-mediate	Skilled & semi-skilled non manual	Skilled & semi-skilled manual	Unskilled	Others
	%	%	%	%	%	%	%
No delivery service available	28	36	30	29	28	26	22
Cheaper not to have delivered	23	21	26	19	24	11	18
Shops nearby/handy	21	16	26	25	21	20	14
Like to see what I'm getting	19	21	22	14	21	22	12
Demand too small	14	13	13	14	10	13	36
Prefer variety	10	7	10	14	10	4	8
No-one at home to collect	5	7	6	6	5	7	2
Delivery service unsatisfactory	5	7	7	2	5	4	2
Like to get out	4	2	5	2	4	4	13
I like shopping	2	5	2	3	2	-	-
Contacts with the trade	2	-	1	2	2	-	3
Dislike running up bills	1	-	*	2	1	2	2
Quality better in shops	*	2	1	-	-	-	-
Someone else does the shopping	*	2	-	-	-	-	-
We produce our own	-	-	-	-	-	-	-
Vague/irrelevant answers	8	2	6	9	8	13	5
Others	4	8	6	3	4	2	3
Not answered	*	-	1	*	*	-	1
Base (informants mainly responsible for household shopping who do not have groceries delivered)	*1242*	*61*	*214*	*182*	*591*	*54*	*125*

(ii) Analysed by Income of Head of Household

	Income of Head of Household					
	Up to £25	£25-£30	£30-£35	£35-£50	£50-£60	£60+
	%	%	%	%	No.	%
No delivery service available	27	32	35	38	(6)	24
Cheaper not to have delivered	21	19	38	32	(3)	40
Shops nearby/handy	19	27	22	21	(4)	12
Like to see what I'm getting	18	19	24	19	(4)	16
Demand too small	16	12	8	10	-	12
Prefer variety	10	10	7	14	(2)	16
No-one at home to collect	4	6	8	5	(1)	4
Delivery service unsatisfactory	5	6	4	3	(1)	8
Like to get out	5	3	1	3	(1)	-
I like shopping	2	3	1	2	(1)	4
Contacts with the trade	2	1	-	2	-	-
Dislike running up bills	1	1	-	-	-	-
Quality better in shops	*	1	-	-	-	-
Someone else does the shopping	-	1	-	-	-	-
Vague/irrelevant answers	8	10	6	2	-	16
Other answers	4	4	4	3	(1)	8
Not answered	*	1	-	-	-	-
Base (informants mainly responsible for household shopping who do not have groceries delivered	*811*	*146*	*71*	*63*	*15*	*25*

(iii) Analysed by Working Housewives and Children in Household

	Working housewives			Children in household		
	Full-time	Part-time	Non-working	Children 0-4	Children 0-15	No children 0-15
	%	%	%	%	%	%
No delivery service available	24	34	29	33	32	26
Cheaper not to have delivered	18	24	23	29	29	18
Shops nearby/handy	24	23	21	23	22	21
Like to see what I'm getting	18	20	19	18	20	19
Demand too small	15	7	16	8	5	20
Prefer variety	6	12	11	11	12	8
No-one at home to collect	14	3	2	2	3	6
Delivery service unsatisfactory	5	4	5	4	5	4
Like to get out	-	2	7	3	2	6
I like shopping	2	2	2	3	2	2
Contacts with the trade	4	1	1	1	2	2
Dislike running up bills	1	1	1	1	1	1
Quality better in shops	*	-	*	-	-	*
Someone else does the shopping	-	-	*	*	*	-
Vague/irrelevant answers	7	7	8	6	7	8
Other answers	3	3	5	6	5	4
Not answered.	*	-	1	*	1	*
Base (informants mainly responsible for household shopping who do not have groceries delivered)	*288*	*177*	*705*	*245*	*500*	*734*

(iv) Analysed by Car/Refrigerator/Deep-freeze Owners and Convenience of Household Shopping

	Owning		Household shopping			
	Car	Refrigerator, Deep-freeze	Very convenient	Fairly convenient	Not very convenient	Very inconvenient
	%	%	%	%	%	%
No delivery service available	30	29	25	28	46	36
Cheaper not to have delivered	26	25	20	26	18	54
Shops nearby/handy	24	22	27	18	10	4
Like to see what I'm getting	23	22	20	19	17	18
Demand too small	8	11	15	15	10	4
Prefer variety	11	11	9	12	8	9
No-one at home to collect	6	6	4	6	6	9
Delivery service unsatisfactory	6	5	4	5	6	9
Like to get out	2	4	7	3	2	-
I like shopping	3	2	2	2	1	4
Contacts with the trade	2	2	2	1	1	-
Dislike running up bills	1	1	2	1	-	-
Quality better in shops	*	*	*	*	-	4
Someone else does the shopping	*	*	-	*	-	-
We produce our own	-	-	-	-	-	-
Vague/irrelevant answers	6	7	7	9	7	-
Others	6	5	4	6	3	4
Not answered	*	*	1	-	1	-
Base (informants mainly responsible for household shopping who do not have groceries delivered)	*676*	*865*	*590*	*506*	*119*	*22*

Table 47 If Mobile Shop visits -"Do you ever use it?"- question 22(a).

(i) Analysed by Sex and Age

	All informants	Sex		Age				
		Male	Female	18-24	25-34	35-44	45-64	65+
	%	%	%	No.	%	%	%	%
Yes - use one	25	31	25	(2)	28	21	24	36
Yes - more than one	7	10	6	(1)	8	6	7	4
No	67	56	68	(15)	64	73	68	57
Not answered	1	3	*	-	-	-	1	4
Total	100	100	100	(18)	100	100	100	100
Base (number of informants mainly responsible for household shopping where mobile shop visits)	*411*	*39*	*371*	*18*	*94*	*89*	*149*	*56*

(ii) Analysed by Working Housewives and Children in Household

	Working housewives			Children in household		
	Full-time	Part-time	Non-working	Children 0-4	Children 0-15	No children 0-15
	%	%	%	%	%	%
Yes - use one	20	26	27	32	25	26
Yes - more than one	6	4	7	9	8	5
No	75	69	65	59	67	67
Not answered	-	2	*	-	-	2
Base (number of informants mainly responsible for household shopping where mobile shop visits)	*87*	*55*	*244*	*91*	*206*	*203*

(iii) Analysed by Distance from Nearest Shops

	Distance from nearest shops					
	Up to ½ mile		½-1 mile		Over 1 mile	
	Car owners	Non-car owners	Car owners	Non-car owners	Car owners	Non-car owners
	%	%	No.	No.	No.	No.
Yes - use one	22	29	(5)	(2)	(4)	(2)
Yes - more than one	5	6	(2)	(2)	(3)	(1)
No	73	64	(10)	(2)	(6)	-
Not answered	*	1	-	-	-	-
Total	100	100	(17)	(6)	(13)	(3)
Base (number of informants mainly responsible for household shopping where mobile shop visits)	*214*	*157*	*17*	*6*	*13*	*3*

(iv) Analysed by Car/Refrigerator/Deep-freeze Owners and Convenience of Household Shopping

	Owning		Household shopping			
	Car	Refrigerator, Deep-freeze	Very convenient	Fairly convenient	Not very convenient	Very inconvenient
	%	%	%	%	%	No.
Yes - use one	22	21	22	28	25	(6)
Yes - more than one	6	5	4	10	12	-
No	71	73	74	62	60	(7)
Not answered	*	1	*	1	2	-
Total	100	100	100	100	100	(13)
Base (number of informants mainly responsible for household shopping where mobile shop visits)	*245*	*284*	*192*	*166*	*40*	*13*

Table 48 If uses Mobil Shop(s) - "What kinds of goods do you buy from it/them?" - question 23

(i) Analysed by Working Housewives and Children in Household

	All informants	Working housewives			Children in Household		
		Full-time	Part-time	Non-working	Children 0-4	Children 0-15	No children 0-15
	%	%	No	%	%	%	%
Greengroceries	49	68	(8)	45	57	54	43
Groceries	47	68	(5)	44	43	41	52
Fish	27	14	(1)	35	30	25	30
Tobacco/confectionery	25	27	(4)	22	27	31	19
Meat	17	18	-	21	16	16	18
Toilet goods	13	18	-	13	11	13	12
Other household goods	13	14	-	14	8	12	13
Bread	12	18	(4)	8	13	15	9
Other	10	9	(2)	12	16	13	7
Not answered	2	-	(1)	1	-	-	4
Base (number of informants mainly responsible for household shopping who use mobile shops)	*135*	*22*	*17*	*85*	*37*	*68*	*67*

(ii) Analysed by Car/Refrigerator/Deep-freeze Owners and Convenience of Household Shopping

	Owning		Household shopping			
	Car	Refrigerator, Deep-freeze	Very convenient	Fairly convenient	Not very convenient	Very inconvenient
	%	%	%	%	No.	No.
Greengroceries	54	49	44	52	(7)	(4)
Groceries	39	39	46	46	(8)	(3)
Fish	32	26	30	29	(3)	(1)
Tobacco/confectionery	25	20	24	24	(6)	(1)
Meat	17	16	16	21	(2)	-
Toilet goods	14	10	10	13	(3)	(1)
Other household goods	16	16	16	13	(1)	-
Bread	11	13	16	8	(3)	-
Other	13	10	12	10	(1)	(1)
Not answered	1	3	2	2	(1)	-
Base (number of informants mainly responsible for household shopping who use mobile shops)	*71*	*77*	*50*	*63*	*16*	*6*

Table 49

"Is there any particular reason why you use/don't use a mobile shop?" - question 24

Reasons for using a mobile shop:

	All informants
	%
Convenience of being able to get something without having to go out; convenience not further specified	36
Only get the odd thing/what I can't get in local shops/when I've run out of something	24
Convenience of not having to carry shopping	15
Goods are of good quality; mobile shop has good variety	6
No local shops or alternative sources of supply	3
Disability prevents going to the shops	2
Other reasons	9
Not answered	30
Base (no. of informants mainly responsible for household shopping who use mobile shops)	*135*

Table 50 "Is there any particular reason why you use/don't use a mobile shop?" - question 24

(i) Analysed by Working Housewives and Children in Household

	All informants	Working housewives			Children in Household		
		Full-time	Part-time	Non-working	Children 0-4	Children 0-15	No children 0-15
	%	%	%	%	%	%	%
Goods are more expensive from the mobile shop	26	19	31	28	32	28	25
Informant normally not in when the mobile shop calls	16	49	13	4	13	14	18
Just as convenient to shop elsewhere; local shops are handy/near	15	14	20	15	20	19	11
No need to use it; buys in bulk from shops	13	12	18	12	11	16	11
Better choice in shops; prefer to shop around (for variety)	11	6	10	12	15	14	9
No particular reason, not really; haven't thought about it	11	11	8	13	7	11	11
Like to go shopping; like to walk	6	3	3	8	6	4	9
Goods not of such good quality/not so fresh from mobile shop	6	6	10	5	6	8	4
Used to going to certain shops/dealing with them	6	2	8	6	-	4	8
Mobile shop calls in this area but not close enough to where informant lives	3	-	8	4	6	4	2
Have own shop or work in one, or have connections with someone who has/works in a shop	1	-	-	2	-	-	3
Other answers	13	6	15	17	11	9	17
Not answered.	2	-	3	2	2	1	4
Base (number of informants mainly responsible for household shopping who do not use mobile shops)	*279*	*65*	*39*	*160*	*54*	*138*	*139*

(ii) Analysed by Car/Refrigerator/Deep-freeze Owners and Convenience of Household Shopping

	Owning		Household shopping			
	Car	Refrigerator, Deep-freeze	Very convenient	Fairly convenient	Not very convenient	Very inconvenient
	%	%	%	%	No.	No.
Goods are more expensive from the mobile shop	25	28	23	30	(6)	(4)
Informant not normally in when the mobile shop calls	14	17	13	16	(7)	(1)
Just as convenient to shop elsewhere; local shops are handy/near	16	16	21	10	(2)	-
No need to use it; buys in bulk from shops	17	13	15	14	-	(1)
Better choice in shops; prefer to shop around (for variety)	13	10	6	14	(3)	(4)
No particular reason, not really; haven't thought about it	12	10	13	11	(2)	-
Like to go shopping; like the walk	6	6	7	6	(2)	-
Goods not of such good quality/ not so fresh from mobile shop	6	4	5	6	(2)	(1)
Used to going to certain shops/ dealing with them	5	5	6	6	-	(1)
Mobile shop calls in this area but not close enough to where informant lives	3	4	4	3	(1)	-
Have own shop or work in one, or have connections with someone who has/works in a shop	1	1	1	2	-	-
Other answers	11	12	12	11	(7)	(2)
Not answered	2	2	3	1	(1)	-
Base (number of informants mainly responsible for household shopping who do not use mobile shops)	*175*	*209*	*143*	*104*	*15*	*7*

Table 51 Question 25: "Thinking about shops in general again can you tell me what you think about the hours at which shops are open?"
Answers of informants mainly responsible for household shopping

(i) Analysed by Sex and Age

	All informants	Sex		Age				
		Male	Female	18-24	25-34	35-44	45-64	65+
	%	%	%	%	%	%	%	%
Should close later in the evenings	13	14	13	17	15	17	12	9
Should have late night closing once or twice a week	4	3	4	8	5	3	4	1
Should close earlier in evenings	1	–	1	1	*	–	1	1
Should open lunch-time	5	3	5	5	6	5	4	5
Should close lunch-time	*	–	*	–	–	–	*	–
Should open earlier in mornings	2	3	2	3	2	2	1	2
Should open later in mornings	1	3	1	1	*	2	*	1
Should stay open on Saturday (afternoons)	1	–	1	1	1	*	1	–
Should close Saturday (afternoons)	*	–	*	–	–	1	1	–
Should open on Sundays	1	1	1	3	1	2	–	1
Should close on Sundays	*	–	*	–	*	–	1	*
Should stay open longer at weekends	*	–	*	–	–	–	*	–
Should open 6 days a week/ get rid of half day closing	2	3	2	6	2	2	1	–
Should standardise closing days	2	1	2	1	3	2	1	2
Should have rota/staggered early closing days	1	1	1	2	1	2	1	–
Should have rota/staggered late closing days	*	1	*	1	*	1	1	–
Specific types of shops/ offices should stay open longer or suit their hours more to the public	6	5	7	9	13	4	6	3
Should have shorter hours each/most day(s) because of shop workers	7	5	7	9	7	8	7	4
Staff should have 5 day week	1	–	1	1	*	2	2	*
Staff should be on shift/ rota system	2	2	2	2	3	2	2	1
Hours should be left to shopkeepers	1	1	1	2	1	2	1	–
Other answers	2	6	2	2	3	3	2	2
Hours suit me	1	3	1	1	*	–	1	2
Don't know/not answered	62	62	62	44	54	58	64	75
Base (informants mainly responsible for household shopping)	*1414*	*117*	*1295*	*93*	*262*	*274*	*504*	*258*

(ii) Analysed by Social Class of Head of Household

	Social Class of Head of Household					
	Profess-ional	Inter-mediate	Skilled & semi-skilled non-manual	Skilled & semi-skilled manual	Unskilled	Other
	%	%	%	%	%	%
Should close later in the evenings	17	17	12	12	12	11
Should have late night closing once or twice a week	16	4	5	4	–	4
Should close earlier in evenings	–	*	1	*	–	1
Should open lunch-time	13	6	5	4	2	4
Should close lunch-time	1	–	–	–	–	–
Should open earlier in mornings	1	1	3	2	2	–
Should open later in mornings	1	*	2	1	–	–
Should stay open on Saturday (afternoons)	–	1	*	1	–	1
Should close Saturday (afternoons)	1	1	*	*	–	–
Should open on Sundays	–	2	1	1	–	1
Should close on Sundays	–	*	–	1	–	1
Should stay open longer at weekends	–	–	–	–	–	1
Should open 6 days a week/get rid of half day closing	3	2	*	2	2	1
Should standardise closing days	7	2	1	1	2	1
Should have rota/ staggered early closing days	–	1	*	1	–	1
Should have rota/ staggered late closing days	–	2	*	*	–	1
Specific types of shops/ offices should stay open longer or suit their hours more to the public	13	9	6	6	10	3
Should have shorter hours each/most day(s) because of shop workers	6	6	9	8	7	1
Staff should have 5 day week	1	1	*	1	2	1
Staff should be on shift/rota system	4	2	2	2	–	1
Hours should be left to shopkeepers	–	2	2	*	2	–
Other answers	4	2	4	1	5	2
Hours suit me	–	1	*	1	2	2
Don't know/not answered	51	56	62	63	62	73
Base (informants mainly responsible for household shopping)	*69*	*250*	*204*	*681*	*60*	*135*

(iii) Analysed by Working Housewives and Children in Household

	Working housewives			Children in household		
	Full-time	Part-time	Non-working	Children 0-4	Children 0-15	No children 0-15
	%	%	%	%	%	%
Should close later in the evenings	17	12	12	14	13	13
Should have late night closing once or twice a week	5	4	3	3	4	4
Should close earlier in evenings	2	*	*	*	*	1
Should open lunch-time	5	4	5	6	5	4
Should close lunch-time	-	-	*	-	*	-
Should open earlier in mornings	4	2	1	2	2	1
Should open later in mornings	1	1	*	1	1	1
Should stay open on Saturday (afternoons)	1	-	1	1	*	1
Should close Saturday (afternoons)	1	1	*	-	*	*
Should open on Sundays	1	*	1	2	2	*
Should close on Sundays	1	*	*	*	*	*
Should stay open longer at weekends	-	-	*	-	-	*
Should stay open 6 days a week/get rid of half day closing	2	2	2	4	2	1
Should standardise closing days	2	1	2	2	2	1
Should have rota/staggered early closing days	*	-	1	1	1	1
Should have rota/staggered late closing days	1	-	*	1	1	*
Specific types of shops/offices should stay open longer or suit their hours more to the public	10	6	6	10	9	5
Should have shorter hours each/most day(s) because of shop workers	10	9	4	5	6	7
Staff should have 5 day week	2	2	1	1	1	1
Staff should be on shift/rota system	2	2	2	2	2	1
Hours should be left to shopkeepers	1	*	1	1	1	1
Other answers	2	1	2	3	2	2
Hours suit me	1	-	1	1	*	1
Don't know/not answered	51	65	66	54	57	65
Base (informants mainly responsible for household shopping)	*315*	*198*	*814*	*280*	*575*	*828*

(iv) Analysed by Satisfaction with Present Shop Hours

	Satisfaction with Present Shop Hours		
	Very satisfied	Fairly satisfied	Not very satisfied
	%	%	%
Should close later in the evenings	7	22	63
Should have late night closing once or twice a week	2	7	9
Should close earlier in evenings	*	*	3
Should open lunch-time	2	11	10
Should close lunch-time	-	*	-
Should open earlier in mornings	*	4	7
Should open later in mornings	*	1	9
Should stay open on Saturday (afternoons)	*	1	4
Should close Saturday (afternoons)	*	*	2
Should open on Sundays	1	2	2
Should close on Sundays	*	*	-
Should stay open longer at weekends	*	-	-
Should open 6 days a week/get rid of half day closing	1	3	7
Should standardise closing days	1	3	2
Should have rota/staggered early closing days	1	1	2
Should have rota/staggered late closing days	-	1	3
Specific types of shops/offices should stay open longer or suit their hours more to the public	4	12	18
Should have shorter hours each/most day(s) because of shop workers	7	7	6
Staff should have 5 day week	1	1	2
Staff should be on shift/rota system	1	3	6
Hours hould be left to shopkeepers	*	2	3
Other answers	1	5	7
Hours suit me	1	-	-
Don't know/not answered	75	38	2
Base (informants mainly responsible for household shopping)	*975*	*366*	*68*

(v) Analysed by Convenience of Household Shopping

	Household shopping			
	Very convenient	Fairly convenient	Not very convenient	Very inconvenient
	%	%	%	%
Should close later in the evenings	10	13	13	33
Should have late night closing once or twice a week	4	4	4	10
Should close earlier in evenings	1	1	1	-
Should open lunch-time	4	7	7	-
Should close lunch-time	*	-	-	-
Should open earlier in mornings	1	2	2	13
Should open later in mornings	*	1	1	3
Should stay open on Saturday (afternoons)	*	1	1	-
Should close Saturday (afternoons)	*	1	1	-
Should open on Sundays	1	1	1	3
Should close on Sundays	1	*	*	-
Should stay open longer at weekends	*	-	-	-
Should open 6 days a week/get rid of half day closing	1	2	2	3
Should standardise closing days	1	2	2	-
Should have rota/staggered early closing days	*	2	2	3
Should have rota/staggered late closing days	*	*	*	-
Specific types of shops/offices should stay open longer or suit their hours more to the public	6	7	7	3
Should have shorter hours each/most days because of shop workers	7	7	7	13
Staff should have 5 day week	1	1	1	3
Staff should be on shift/rota system	2	2	2	-
Hours should be left to shopkeepers	1	*	*	-
Other answers	2	3	3	-
Hours suit me	1	1	1	-
Don't know/not answered	66	60	60	47
Base (informaints mainly responsible for household shopping)	*663*	*584*	*131*	*30*

Table 52 Question 25(a): Satisfaction with the present hours at which shops are open

(i) Analysed by Sex and Age

	All informants	Sex		Age				
		Male	Female	18-24	25-34	35-44	45-64	65+
	%	%	%	%	%	%	%	%
Very satisfied	69	59	70	50	59	65	72	83
Fairly satisfied	26	32	25	40	35	28	23	15
Not very satisfied	5	8	5	10	5	7	5	1
Not answered	*	2	*	–	*	–	*	1
Total	100	100	100	100	100	100	100	100
Base (informants mainly responsible for household shopping)	*1414*	*117*	*1295*	*93*	*262*	*274*	*504*	*258*

(ii) Analysed by Social Class of Head of Household

	Social Class of Head of Household					
	Professional	Intermediate	Skilled & semi-skilled non-manual	Skilled & semi-skilled manual	Unskilled	Other
	%	%	%	%	%	%
Very satisfied	65	62	71	69	72	81
Fairly satisfied	29	32	24	26	18	16
Not very satisfied	6	5	4	5	10	2
Not answered	–	*	*	*	–	1
Total	100	100	100	100	100	100
Base (informants mainly responsible for household shopping)	*69*	*250*	*204*	*681*	*60*	*135*

(iii) Analysed by Income of Head of Household

	Income of Head of Household					
	Up to £25	£25-£30	£30-£35	£35-£50	£50-£60	£60+
	%	%	%	%	No.	%
Very satisfied	72	62	62	64	(7)	63
Fairly satisfied	23	31	34	30	(10)	33
Not very satisfied	4	7	4	6	(1)	4
Not answered	*	–	–	–	–	–
Total	100	100	100	100	(18)	100
Base (informants mainly responsible for household shopping)	*923*	*163*	*82*	*73*	*18*	*27*

(iv) Analysed by Region

	Region						
	London & SE	South West	Wales	Mid-lands	North West	NE & North	Scot-land
	%	%	%	%	%	%	%
Very satisfied	64	81	85	65	70	75	62
Fairly satisfied	31	16	14	30	24	19	29
Not very satisfied	4	4	1	4	5	6	9
Not answered	1	-	-	*	1	-	-
Total	100	100	100	100	100	100	100
Base (informants mainly responsible for household shopping)	*440*	*110*	*89*	*230*	*159*	*209*	*173*

(v) Analysed by Working Housewives and Children in Household

	Working housewives			Children in household		
	Full-time	Part-time	Non-working	Children 0-4	Children 0-15	No children 0-15
	%	%	%	%	%	%
Very satisfied	55	75	74	61	64	72
Fairly satisfied	35	21	22	32	30	23
Not very satisfied	10	4	3	6	6	4
Not answered	*	-	*	*	*	*
Total	100	100	100	100	100	100
Base (informants mainly responsible for household shopping)	*315*	*198*	*814*	*280*	*575*	*828*

(vi) Analysed by Distance from Nearest Shops and Car/Refrigerator/Deep-freeze Owners

	Distance from nearest shops						Owning	
	Up to ½ mile		½ to 1 mile		Over 1 mile		Car	Refrid-erator, deep-freeze
	Car owners	Non-car owners	Car owners	Non-car owners	Car owners	Non-car owners		
	%	%	%	No.	%	No.	%	%
Very satisfied	67	73	57	(11)	61	(7)	66	67
Fairly satisfied	27	22	37	(2)	36	(3)	29	28
Not very satisfied	5	4	7	-	4	-	5	5
Not answered	*	*	-	-	-	(1)	*	*
Total	100	100	100	(13)	100	(11)	100	100
Base (informants mainly responsible for household shopping)	*689*	*610*	*60*	*13*	*28*	*11*	*777*	*994*

(vii) Analysed by Convenience of Household Shopping

	Household shopping			
	Very convenient	Fairly convenient	Not very convenient	Very in-convenient
	%	%	%	%
Very satisfied	80	60	60	33
Fairly satisfied	17	35	28	37
Not very satisfied	3	4	12	30
Not very satisfied	*	*	-	-
Not answered				
Total	100	100	100	100
Base (informants mainly responsible for household shopping)	*663*	*584*	*131*	*30*

(viii) Analysed by Type of House and Shopping Arrangements

	Type of House		Household Shopping	
	Whole House	Other	Main day.	No main day
	%	%	%	%
Very satisfied	70	67	69	70
Fairly satisfied	25	28	26	24
Not very satisfied	5	5	5	5
Not answered	*	1	*	-
Total	100	100	100	100
Base (informants mainly responsible for household shopping)	*1113*	*295*	*1204*	*209*

Table 53 Hours that informants think shops are allowed to be open - question 26(a)
Answers of informants who are mainly responsible for household shopping, who said they knew the hours at which shops are allowed to be open

(i) Analysed by Sex and Age

	All informants	Sex		Age				
		Male	Female	18-24	25-34	35-44	45-64	65+
	%	%	%	No.	%	%	%	%
Open at 7.59 am or earlier	*	-	1	-	1	-	1	-
Open between 8 and 8.59 am	29	23	30	(5)	30	32	28	29
Open between 9 and 9.30 am	49	46	49	(11)	54	47	50	36
Open at 9.31 am or later	-	-	-	-	-	-	-	-
Close lunch hour	6	-	6	(2)	4	7	5	8
Close at 4.59 pm or earlier	-	-	-	-	-	-	-	-
Close between 5 and 5.29 pm	7	9	7	-	1	12	4	17
Close between 5.30 and 5.59 pm	42	34	43	(8)	44	33	48	34
Close between 6 and 6.59 pm	37	40	37	(7)	44	37	36	30
Close between 7 and 7.59 pm	5	6	5	(1)	4	7	5	3
Close at 8 pm or later	5	9	5	(1)	1	6	5	10
Should be no restrictions	2	-	2	-	3	1	1	2
Special hours and restrictions								
Early/half-day closing in general	12	16	11	(3)	5	12	12	13
Early/half-day closing for specific shops/goods	*	-	*	-	-	-	-	2
Late night closing in general	22	11	23	(5)	16	22	27	16
Late night closing for specific shops/goods	4	8	4	-	4	5	5	3
Unlimited/longer hours for specific shops/goods	10	26	8	(2)	5	15	7	16
Sunday opening in general	1	-	1	-	-	-	1	2
Sunday opening for specific shops/goods	2	-	2	-	1	1	2	5
Restrictions on sale of certain types of goods	1	-	1	-	-	-	2	-
Licence required for special hours	1	3	1	(1)	1	-	1	-
Other answers	*	3	*	-	1	1	-	-
Base (informants mainly responsible for household shopping who answered yes to first part)	*401*	*35*	*354*	*17*	*69*	*73*	*168*	*59*

Table 54 Informants' views on whether shop hours should be changed in any way – question 27
Answers of informants mainly responsible for household shopping

(i) Analysed by Sex and Age

	All informants	Sex		Age				
		Male	Female	18-24	25-34	35-44	45-64	65+
	%	%	%	%	%	%	%	%
Shop hours should be changed	35	36	35	42	42	42	35	18
Shop hours should not be changed	60	59	60	57	53	55	60	72
Don't know/not answered	5	5	5	1	4	4	6	9
Total	100	100	100	100	100	100	100	100
Base (informants mainly responsible for household shopping)	*1414*	*117*	*1295*	*93*	*262*	*274*	*504*	*258*

(ii) Analysed by Social Class of Head of Household

	Social Class of Head of Household					
	Professional	Intermediate	Skilled & semi-skilled non-manual	Skilled & semi-skilled manual	Unskilled	Other
	%	%	%	%	%	%
Shop hours should be changed	58	42	34	34	28	24
Shop hours should not be changed	41	54	63	61	72	62
Don't know/not answered	1	3	3	5	-	15
Total	100	100	100	100	100	100
Base (informants mainly responsible for household shopping)	*69*	*250*	*204*	*681*	*60*	*135*

(iii) Analysed by Income of Household

	Income of Head of Household					
	Up to £25	£25-£30	£30-£35	£35-£50	£50-£60	£60+
	%	%	%	%	No.	%
Shop hours should be changed	32	40	42	47	(10)	48
Shop hours should not be changed	62	59	56	49	(8)	52
Don't know/not answered	6	1	2	4	-	-
Total	100	100	100	100	(18)	100
Base (informant mainly responsible for household shopping)	*923*	*163*	*82*	*73*	*18*	*27*

(iv) Analysed by Region

	Region						
	London & SE	South West	Wales	Mid-lands	North West	NE & North	Scot-land
	%	%	%	%	%	%	%
Shop hours should be changed	40	23	42	29	38	27	43
Shop hours should not be changed	56	74	51	65	57	68	49
Don't know	4	4	8	6	4	5	8
Not answered	*	-	-	-	-	*	1
Total	100	100	100	100	100	100	100
Base (informants mainly responsible for household shopping)	*440*	*110*	*89*	*230*	*159*	*209*	*173*

(v) Analysed by Working Housewives and Children in Household

	Working housewives			Children in household		
	Full-time	Part-time	Non-working	Children 0-4	Children 0-15	No children 0-15
	%	%	%	%	%	%
Shop hours should be changed	44	31	32	42	40	32
Shop hours should not be changed	52	64	62	55	57	62
Don't know/not answered	5	5	6	2	3	6
Total	100	100	100	100	100	100
Basic (informants mainly responsible for household shopping)	*315*	*198*	*814*	*280*	*575*	*828*

(vi) Analysed by Distance from Shops and Car/Refrigerator/Deep-freeze Owners

	Distance from the shops						Owning	
	Up to ½ mile		½ to 1 mile		Over 1 mile		Car	Refrigerator, deep-freeze
	Car owners	Non-car owners	Car owners	Non-car owners	Car owners	Non-car owners		
	%	%	%	No.	No.	No.	%	%
Shop hours should be changed	40	30	42	(2)	(32)	(2)	40	40
Shop hours should <u>not</u> be changed	56	63	58	(11)	(57)	(8)	57	57
Don't know	4	7	–	–	(11)	(1)	4	3
Not answered	*	*	–	–	–	–	*	*
Total	100	100	100	(13)	(28)	(11)	100	100
Base (informants mainly responsible for household shopping)	*689*	*610*	*60*	*13*	*28*	*11*	*777*	*994*

(vii) Analysed by Convenience of Household Shopping

	Household shopping			
	Very convenient	Fairly convenient	Not very convenient	Very inconvenient
	%	%	%	%
Shop hours should be changed	31	38	38	57
Shop hours should <u>not</u> be changed	64	57	55	40
Don't know/not answered	5	5	7	3
Total	100	100	100	100
Base (informants mainly responsible for household shopping)	*663*	*584*	*131*	*30*

(viii) Analysed by convenience of Personal Shopping and Personal Shopping Arrangements

	Personal shopping				Personal shopping		
	Very convenient	Fairly convenient	Not very convenient	Very inconvenient	Along with household	Other times	Both
	%	%	%	%	%	%	%
Shop hours should be changed	30	36	40	42	30	36	38
Shop hours should <u>not</u> be changed	65	60	56	53	64	60	56
Don't know	5	4	4	4	4	4	6
Not answered	*	*	–	–	*	*	–
Total	100	100	100	100	100	100	100
Base (informants mainly responsible for household shopping)	*465*	*549*	*247*	*88*	*397*	*756*	*218*

(ix) Analysed by Satisfaction with Present Hours

	Satisfaction with Present Hours		
	Very satisfied	Fairly satisfied	Not very satisfied
	%	%	%
Shop hours should be changed	25	51	93
Shop hours should not be changed	69	44	7
Don't know	6	4	-
Not answered	*	*	-
Total	100	100	100
Base (informants mainly responsible for household shopping)	*975*	*366*	*68*

Table 55 Ways in which shop hours should be changed - question 27(a)
Answers of informants mainly responsible for household shopping who feel shop hours should be changed.

(i) Analysed by Sex and Age

	All informants	Sex		Age				
		Male	Female	18-24	25-34	35-44	45-64	65+
	%	%	%	%	%	%	%	%
Should close later in the evenings	43	46	42	36	42	47	41	50
Should have late night closing once or twice a week	19	20	18	18	18	18	22	10
Should close earlier in evenings	2	-	2	5	4	2	1	-
Should open lunch-time	14	9	14	15	14	11	13	19
Should close lunch-time	*	-	*	-	-	-	1	-
Should open earlier in mornings	6	2	6	10	6	7	4	4
Should open later in mornings	9	18	7	8	9	13	5	4
Should stay open on Saturday (afternoons)	1	-	1	3	1	2	-	-
Should close Saturday (afternoons)	3	-	3	-	4	2	5	-
Should open on Sundays	2	4	2	3	4	2	1	-
Should close on Sundays	*	-	*	-	-	2	-	-
Should stay open longer at weekends	*	-	*	-	1	-	-	-
Should open 6 days a week/ get rid of half day closing	3	2	4	10	4	3	3	-
Should standardise closing days	1	-	2	-	-	-	3	4
Should have rota/staggered early closing days	3	2	3	8	3	5	1	2
Should have rota/staggered late closing days	4	7	3	10	4	4	2	2
Specific types of shops/ offices should stay open longer or suit their hours more to the public	8	11	7	8	10	6	9	4
Should have shorter hours each/most day(s), because of shop workers	11	2	12	5	10	11	14	10
Staff should have 5 day week	5	-	6	5	8	3	4	6
Staff should be on shift/ rota system	14	9	15	18	12	12	17	10
Hours should be left to shopkeepers	3	7	2	5	4	3	1	2
Other answers	7	7	7	-	10	8	6	4
Don't know/ not answered	*	2	-	-	-	-	-	2
Base (informants mainly responsible for household shopping who feel shop hours should be changed)	*500*	*44*	*454*	*39*	*112*	*117*	*175*	*48*

(ii) Analysed by Working Housewives and Children in Household

	Working housewives			Children in household		
	Full-time	Part-time	Non-working	Children 0-4	Children 0-15	No children 0-15
	%	%	%	%	%	%
Should close later in the evenings	44	36	44	46	44	42
Should have late night closing once or twice a week	19	18	18	13	17	20
Should close earlier in evenings	3	-	2	4	3	2
Should open lunch-time	14	11	15	17	13	14
Should close lunch-time	1	-	*	-	*	*
Should open earlier in mornings	6	6	5	8	8	4
Should open later in mornings	9	2	6	9	8	7
Should stay open on Saturday (afternoons)	2	-	*	1	1	*
Should close Saturday (afternoons)	1	8	3	2	2	4
Should open on Sundays	2	-	2	3	3	1
Should close on Sundays	-	2	*	-	1	-
Should stay open longer at weekends	-	-	*	1	*	-
Should open 6 days a week/ get rid of half day closing	5	2	3	1	2	4
Should standardise closing days	1	-	2	-	*	2
Should have rota/staggered early closing days	2	2	4	5	4	2
Should have rota/staggered late closing days	4	8	2	4	3	4
Specific types of shops/ offices should stay open longer or suit their hours more to the public	8	8	8	9	10	6
Should have shorter hours each/most day(s) because of shop workers	12	21	9	6	11	11
Staff should have 5 day week	4	11	4	5	4	6
Staff should be on shift/ rota system	16	18	14	14	14	14
Hours should be left to shopkeepers	4	3	2	3	4	2
Other answers	6	5	7	7	8	6
Don't know/not answered	-	-	-	-	-	*
Base (informants mainly responsible for household shopping who feel shop hours should be changed)	*139*	*62*	*265*	*118*	*230*	*264*

(iii) Analysed by Car/Refrigerator/Deep-freeze Owners

	Owning	
	Car	Refrigerator, deep-freeze
	%	%
Should close later in the evenings	40	42
Should have late night closing once or twice a week	22	19
Should close earlier in evenings	1	2
Should open lunch-time	13	13
Should close lunch-time	1	*
Should open earlier in mornings	5	6
Should open later in mornings	6	8
Should stay open on Saturday (afternoons)	1	1
Should close Saturday (afternoons)	4	4
Should open on Sundays	1	2
Should close on Sundays	1	*
Should stay open longer at weekends	*	*
Should open 6 days a week/get rid of half day closing	4	4
Should standardise closing days	1	1
Should have rota/staggered early closing days	3	3
Should have rota/staggered late closing days	4	4
Specific types of shops/offices should stay open longer or suit their hours more to the public	7	7
Should have shorter hours each/most day(s) because of shop workers	12	12
Staff should have 5 day week	6	6
Staff should be on shift/rota system	16	15
Hours should be left to shopkeepers	4	3
Other answers	8	7
Don't know/not answered	-	-
Base (informants mainly responsible for household shopping who feel shop hours should be changed)	*309*	*397*

Table 56 Why informants feel shop hours should be changed - question 27(b)

Answers of informants mainly responsible for household shopping who feel shop hours should be changed.

(i) Analysed by Working Housewives and Children in Household

	All informants	Working housewives			Children in Household		
		Full-time	Part-time	Non-working	Children 0-4	Children 0-15	No children 0-15
	%	%	%	%	%	%	%
Will help people who work	63	68	55	62	60	62	62
For general convenience	20	15	19	23	26	23	17
Shorter hours for shop workers	12	12	24	9	14	11	13
Will help shop workers to do their own shopping	10	9	13	11	14	10	11
Not much custom at early/late hours	4	4	2	4	6	5	3
Shops would get better/more staff	2	1	5	1	2	2	2
Believe in no restrictions	1	1	-	2	3	2	1
Will help those working on Saturdays	*	-	-	*	-	-	*
Vague answers/D.K./not answered	1	1	-	1	-	1	1
Base (informants mainly responsible for household shopping who feel shop hours should be changed)	*500*	*139*	*62*	*265*	*118*	*230*	*264*

Table 57

Why informants feel shop hours should not be changed - question 27(c)

Answers of informants mainly responsible for household shopping who feel shop hours should not be changed

(i) Analysed by Working Housewives and Children in Household

	All informants	Working housewives			Children in household		
		Full-time	Part-time	Non-working	Children 0-4	Children 0-15	No children 0-15
	%	%	%	%	%	%	%
Quite happy with present hours	86	83	86	86	79	84	88
Any change would be to the detriment of shop workers	17	20	20	15	21	19	16
People shouldn't shop at all hours	5	5	6	5	6	6	5
Shop workers have time off to do shopping	3	3	3	3	4	4	2
Wouldn't be able to get staff	1	2	2	1	2	2	1
Would put up costs	1	-	1	1	1	1	1
Up to shopkeeper to decide	*	1	1	*	1	1	*
Other answers	*	-	1	-	1	*	-
Vague answers/don't know/not answered	1	1	-	2	1	1	2
Base (informants mainly responsible for household shopping who feel shop hours should not be changed)	*847*	*166*	*126*	*503*	*156*	*328*	*515*

Table 58 What informants think of the idea that individual shops themselves could decide the hours during which they are open - question 28
Answers of informants mainly responsible for household shopping

(i) Analysed by Sex and Age

	All informants	Sex		Age				
		Male	Female	18-24	25-34	35-44	45-64	65+
	%	%	%	%	%	%	%	%
In favour	55	58	54	66	55	57	57	45
Against	33	29	33	31	37	31	31	34
Undecided	10	9	10	3	6	8	10	17
Other	2	3	2	-	2	3	2	4
Not answered	*	1	*	-	*	-	-	*
Total	100	100	100	100	100	100	100	100
Base (informants mainly responsible for household shopping)	*1414*	*117*	*1295*	*93*	*262*	*274*	*504*	*258*

(ii) Analysed by Social Class of Head of Household

	Social Class of Head of Household					
	Profess-ional	Inter-mediate	Skilled & semi-skilled non-manual	Skilled & semi-skilled manual	Unskilled	Other
	%	%	%	%	%	%
In favour	51	53	59	55	50	54
Against	42	36	31	32	35	27
Undecided	6	8	8	10	12	16
Other	1	3	2	3	3	2
Not answered	–	–	–	*	–	1
Total	100	100	100	100	100	100
Base (informants mainly responsible for household shopping)	*69*	*250*	*204*	*681*	*60*	*135*

(iii) Analysed by Income of Head of Household

	Income of Head of Household					
	Up to £25	£25-£30	£30-£35	£35-£50	£50-£60	£60+
	%	%	%	%	No.	%
In favour	55	54	51	55	(13)	52
Against	31	36	39	41	(5)	44
Undecided	11	7	6	3	–	4
Other	2	4	4	1	–	–
Not answered	*	–	–	–	–	–
Total	100	100	100	100	(18)	100
Base (informants mainly responsible for household shopping)	*923*	*163*	*82*	*73*	*18*	*27*

(iv) Analysed by Region

	Region						
	London & SE	South West	Wales	Mid-lands	North West	NE & North	Scot-land
	%	%	%	%	%	%	%
In favour	58	53	51	46	63	51	60
Against	34	34	33	40	22	36	27
Undecided	6	10	16	9	14	11	12
Other	3	4	1	4	1	2	2
Not answered	*	–	–	–	–	*	–
Total	100	100	100	100	100	100	100
Base (informants mainly responsible for household shopping)	*440*	*110*	*89*	*230*	*159*	*209*	*173*

(v) Analysed by Working Housewives and Children in Household

	Working housewives			Children in household		
	Full-time	Part-time	Non-working	Children 0-4	Children 0-15	No children 0-15
	%	%	%	%	%	%
In favour	60	59	52	58	56	54
Against	32	28	34	34	33	32
Undecided	6	11	11	6	8	11
Other	2	2	2	1	2	3
Not answered	-	-	*	*	*	*
Total	100	100	100	100	100	100
Base (informants mainly responsible for household shopping)	*315*	*198*	*814*	*280*	*575*	*828*

(vi) Analysed by Distance from Shops and Car/Refrigerator/Deep-freeze Owners

	Distance from the shops						Owning	
	Up to ½ mile		½-1 mile		Over 1 mile		Car	Refrigerator, Deep-freeze
	Car owners	Non-car owners	Car owners	Non-car owners	Car owners	Non-car owners		
	%	%	%	No.	%	No.	%	%
In favour	56	54	53	(9)	32	(6)	55	57
Against	33	32	32	(3)	54	(3)	34	33
Undecided	7	11	15	(1)	.14	(2)	8	8
Other	4	2	-	-	-	-	3	3
Not answered	*	*	-	-	-	-	*	*
Total	100	100	100	(13)	100	(11)	100	100
Base (informants mainly responsible for household shopping)	*689*	*610*	*60*	*13*	*28*	*11*	*777*	*994*

(vii) Analysed by Convenience of Household Shopping and Type of House

	Household shopping				Type of house	
	Very convenient	Fairly convenient	Not very convenient	Very inconvenient	Whole house	Other
	%	%	%	%	%	%
In favour	55	53	59	63	54	58
Against	33	34	29	30	34	30
Undecided	9	10	8	7	10	9
Other	3	2	4	-	3	2
Not answered	*	*	-	-	*	*
Total	100	100	100	100	100	100
Base (informants mainly responsible for household shopping)	*663*	*584*	*131*	*30*	*1113*	*295*

(viii) Analysed by Convenience of Early-closing Day

	Convenience of early-closing day				
	Very convenient	Fairly convenient	Not very convenient	Very inconvenient	Not bothered/ don't know
	%	%	%	%	%
In favour	54	56	58	57	54
Against	.33	34	33	36	32
Undecided	10	7	5	5	12
Other	2	3	4	2	2
Not answered	*	-	-	-	-
Total	100	100	100	100	100
Base (informants mainly responsible for household shopping)	*464*	*338*	*122*	*56*	*353*

Table 59

Whether informants knew that shops are supposed to sell only certain types of goods on a Sunday, or in the evening - question 29.

(a) Law regarding Sunday

	All informants
	%
Knew	79
Did not know	20
Not answered	*
Total	100
Base (informants mainly responsible for household shopping living in England and Wales)	*1237*

(b) Law regarding evenings

	All informants
	%
Knew	29
Did not know	70
Not answered	*
Total	100
Base (informants mainly responsible for household shopping living in England and Wales)	*1237*

Table 60

Informants' views on the law regarding the sale of goods on Sundays - question 30(a).

Answers of informants who are mainly responsible for household shopping and live in England and Wales.

	All informants
	%
Stupid/outdated	51
Opposed to Sunday opening	34
Shopkeeper should decide	6
Certain goods should be sold on Sundays	6
Shops should be open on Sundays	6
The law encourages people to break it	3
Should allow anything to be sold by small shops	1
Need to protect shop workers	1
Unfair to other shopkeepers if no restrictions	1
Good thing shops do open on Sundays	*
The law protects the large stores	*
Other answers	*
Not answered	*
Base (informants mainly responsible for household shopping living in England and Wales)	*1237*

Table 61

Changes informants would like to see in the law where Sunday is concerned - question 31(a).

Answers of informants who are mainly responsible for household shopping and live in England and Wales.

	All informants
	%
Allow shops to sell what they like, at any time	32
Satisfied with the present laws	24
Opposed to Sunday opening	17
Shopkeeper should decide	13
Shops should open on Sundays	10
Certain goods should be sold on Sundays	6
Should allow anything to be sold by small shops	2
Need to protect shop workers	1
Other answers	*
Don't know/not answered	9
Base (informants mainly responsible for household shopping living in England and Wales)	*1237*

Table 62

Informants' views on the law regarding the sale of goods in the evenings - question 30(b)

Answers of infrmants mainly responsible for household shopping living in England and Wales

	All informants
	%
Stupid/outdated	56
Opposed to evening opening	30
Shops should open in the evenings	8
Shopkeeper should decide	6
Certain goods should be sold in the evenings	3
The law encourages shopkeepers to break it	2
Need to protect shop workers	1
Unfair to other shopkeepers if no restrictions	1
Good thing shops do open late at night	1
Should allow anything to be sold by small shops	1
The law protects the large stores	*
Base (informants mainly responsible for household shopping living in England and Wales)	*1237*

Table 63

Changes informants would like to see in the law where evenings are concerned - question 31(b).

Answers of informants mainly responsible for household shopping living in England and Wales.

	All informants
	%
Allow shops to sell what they like, at any time	35
Satisfied with the present laws	26
Shops should open in evenings	16
Shopkeeper should decide	10
Opposed to evening opening	6
Certain goods should be sold in evenings	2
Need to protect shopworkers	1
Should allow anything to be sold by small shops	1
Other answers	*
Don't know/not answered	13
Base (informants mainly responsible for household shopping living in England and Wales)	*1237*

Table 64

"What day is early closing here/where you do your household shopping?" - question 34

	All informants
	%
Monday	9
Tuesday	10
Wednesday	55
Thursday	30
Friday	-
Saturday	5
There isn't one	4
Don't know	2
Not answered	*
Base (informants mainly responsible for household shopping)	*1414*

Table 65 "How convenient or inconvenient do you find early closing day?" - question 35

(i) Analysed by Sex and Age

	All informants	Sex		Age				
		Male	Female	18-24	25-34	35-44	45-64	65+
	%	%	%	%	%	%	%	%
Very convenient	35	27	35	25	26	27	38	48
Fairly convenient	25	34	24	31	30	30	23	20
Not very convenient	9	4	10	19	16	13	5	2
Very inconvenient	4	6	4	7	8	5	2	2
Not bothered/don't know	26	28	26	18	20	25	31	27
Not answered	*	1	*	-	*	-	*	*
Total	100	100	100	100	100	100	100	100
Base (number of informants mainly responsible for household shopping who say there is an early closing day)	*1337*	*106*	*1229*	*88*	*251*	*259*	*468*	*250*

(ii) Analysed by Social Class of Head of Household

	Social Class of Head of Household					
	Profess-ional	Inter-mediate	Skilled & semi-skilled non-manual	Skilled & semi-skilled manual	Unskilled	Other
	%	%	%	%	%	%
Very convenient	16	31	37	34	46	48
Fairly convenient	25	27	24	28	11	15
Not very convenient	15	12	9	8	4	6
Very inconvenient	6	7	3	3	7	2
Not bothered/don't know	37	23	26	26	33	28
Not answered	-	-	*	*	-	-
Total	100	100	100	100	100	100
Base (number of informants mainly responsible for household shopping who say there is an early closing day)	*67*	*238*	*196*	*643*	*55*	*126*

(iii) Analysed by Income of Head of Household

	Income of Head of Household					
	Up to £25	£25-£30	£30-£35	£35-£50	£50-£60	£60+
	%	%	%	%	No.	%
Very convenient	38	24	38	26	(2)	12
Fairly convenient	24	34	17	33	(5)	35
Not very convenient	8	10	19	14	(2)	19
Very inconvenient	3	9	3	4	(3)	8
Not bothered/don't know	27	23	23	21	(5)	27
Not answered	*	–	–	2	–	–
Total	100	100	100	100	(17)	100
Base (no. of informants mainly responsible for household shopping who say there is an early closing day)	*874*	*156*	*78*	*66*	*17*	*26*

(iv) Analysed by Working Housewives and Children in Household

	Working housewives			Children in household		
	Full-time	Part-time	Non-working	Children 0-4	Children 0-15	No children 0-15
	%	%	%	%	%	%
Very convenient	27	36	38	26	28	39
Fairly convenient	22	25	26	30	29	23
Not very convenient	12	6	9	17	12	7
Very inconvenient	7	4	3	7	6	3
Not bothered/don't know	31	29	24	21	24	28
Not answered	*	–	*	*	*	*
Total	100	100	100	100	100	100
Base (number of informants mainly responsible for household shopping who say there is an early closing day)	*287*	*186*	*781*	*271*	*547*	*779*

(v) Analysed by Distance from Nearest Shops

	Distance from the shops					
	Up to ½ mile		½-1 mile		Over 1 mile	
	Car owners	Non-car owners	Car owners	Non-car owners	Car owners	Non-car owners
	%	%	%	No.	%	No.
Very convenient	31	38	34	(7)	37	(2)
Fairly convenient	27	24	28	(3)	26	(2)
Not very convenient	10	9	6	(1)	–	–
Very inconvenient	4	5	2	–	–	–
Not bothered/Don't know	28	24	30	(2)	33	(7)
Not answered	*	*	–	–		–
Total	100	100	100	(13)	100	(11)
Base (number of informants mainly responsible for household shopping who say there is an early-closing day)	*659*	*574*	*50*	*13*	*27*	*11*

(vi) Analysed by Car/Refrigerator/Deep-freeze Owners and Convenience of Household Shopping

	Owning		Household shopping			
	Car	Refrig-erator, Deep-freeze	Very conven-ient	Fairly conven-ient	Not very conven-ient	Very incon-venient
	%	%	%	%	%	%
Very convenient	32	33	46	27	22	7
Fairly convenient	27	26	20	32	24	29
Not very convenient	9	9	7	10	14	14
Very inconvenient	4	4	3	5	7	7
Not bothered/Don't know	28	28	25	26	32	43
Not answered	*	*	*	*	-	-
Total	100	100	100	100	100	100
Base (number of informants mainly responsible for household shopping who say there is an early-closing day)	*736*	*938*	*626*	*557*	*120*	*28*

(vii) Analysed by Convenience/inconvenience of Personal Shopping

	Convenience of personal shopping			
	Very conven-ient	Fairly conven-ient	Not very conven-ient	Very incon-venient
	%	%	%	%
Very convenient	49	29	26	25
Fairly convenient	19	30	29	20
Not very convenient	6	10	12	20
Very inconvenient	3	4	6	7
Not bothered/Don't know	22	27	27	26
Not answered	*	*	-	-
Total	100	100	100	100
Base (number of informants mainly responsible for household shopping who say there is an early-closing day)	*439*	*522*	*232*	*83*

Table 66 "Do you think there should be the same early closing day for the whole district or do you think shops should decide on their own individual early closing days?" - question 36.

(i) Analysed by Sex and Age

	All informants	Sex		Age				
		Male	Female	18-24	25-34	35-44	45-64	65+
	%	%	%	%	%	%	%	%
Leave it to shops	50	49	50	48	47	48	52	50
Same for whole district	30	28	31	39	36	33	27	26
Staggered days for whole district	11	10	11	5	10	11	12	12
Different days for neighbouring districts	4	3	4	5	5	4	5	4
Should not be ANY early closing day	1	3	1	4	2	2	1	*
Leave it as it is now	*	1	*	-	-	-	*	*
Don't know	4	8	3	-	2	3	4	8
Other answers	*	-	*	-	-	-	1	1
Not answered	*	1	*	-	-	-	-	1
Base (informants mainly responsible for household shopping)	*1414*	*117*	*1295*	*93*	*262*	*274*	*504*	*258*

(ii) Analysed by Social Class of Head of Household

	Social Class of Head of Household					
	Professional	Intermediate	Skilled & semi-skilled non-manual	Skilled & semi-skilled manual	Unskilled	Other
	%	%	%	%	%	%
Leave it to shops	30	46	54	51	47	49
Same for whole district	49	32	30	30	28	21
Staggered days for whole district	10	8	8	12	13	18
Different days for neighbouring districts	12	8	3	3	2	3
Should not be ANY early-closing day	-	3	2	1	-	2
Leave it as it is now	-	*	-	-	-	1
Don't know	-	4	3	4	10	4
Other answers	1	-	*	*	-	2
Not answered	-	-	-	-	2	*
Base (informants mainly responsible for household shopping)	*69*	*250*	*204*	*681*	*60*	*135*

(iii) Analysed by Income of Head of Household

	Income of Head of Household					
	Up to £25	£25-£30	£30-£35	£35-£50	£50-£60	£60+
	%	%	%	%	No.	%
Leave it to shops	51	47	44	44	(10)	63
Same for whole district	27	37	42	38	(5)	26
Staggered days for whole district	12	8	10	11	(2)	7
Different days for neighbouring districts	4	4	2	6	-	7
Should not be <u>ANY</u> early closing day	1	2	2	1	(1)	-
Leave it as it is now	*	-	-	1	-	-
Don't know	5	2	-	-	-	-
Other answers	*	-	-	-	-	-
Not answered	*	-	-	-	-	-
Base (informants mainly responsible for household shopping)	*923*	*163*	*82*	*73*	*18*	*27*

(iv) Analysed by Working Housewives and Children in Household

	Working housewives			Children in household		
	Full-time	Part-time	Non-working	Children 0-4	Children 0-15	No children 0-15
	%	%	%	%	%	%
Leave it to shops	53	54	46	46	49	50
Same for whole district	30	28	32	38	34	28
Staggered days for whole district	9	10	13	10	10	12
Different days for neighbouring districts	4	6	4	4	4	4
Should not be <u>ANY</u> early closing day	2	*	1	2	2	1
Leave it as it is now	*	-	*	-	-	*
Don't know	4	2	4	1	2	5
Other answers	-	*	1	-	-	1
Not answered	-	-	*	-	-	*
Base (informants mainly responsible for household shopping)	*315*	*198*	*814*	*280*	*575*	*828*

(v) Analysed by Distance from Nearest Shops

	Distance from the shops					
	Up to ½ mile		½-1 mile		Over 1 mile	
	Car owners	Non-car owners	Car owners	Non-car owners	Car owners	Non-car owners
	%	%	%	No.	%	No.
Leave it to shops	48	52	43	(6)	29	(7)
Same for whole district	34	26	38	(3)	32	(1)
Staggered days for whole district	10	12	7	(3)	21	-
Different days for neighbouring districts	5	3	8	-	7	-
Should not be ANY early-closing day	2	1	-	-	-	-
Leave it as it is now	*	*	-	-	-	-
Don't know	2	5	3	(1)	11	(3)
Other answers	*	*	2	-	-	-
Not answered	-	*	-	-	-	-
Base (informants mainly responsible for household shopping)	*689*	*610*	*60*	*13*	*28*	*11*

(vi) Analysed by Car/Refrigerator/Deep-freeze Owners and Convenience of Household Shopping

	Owning		Household shopping			
	Car	Refrigerator, Deep-freeze	Very convenient	Fairly convenient	Not very convenient	Very inconvenient
	%	%	%	%	%	%
Leave it to shops	47	49	50	50	50	47
Same for whole district	34	32	30	30	31	37
Staggered days for whole district	10	10	11	11	10	10
Different days for neighbouring districts	5	5	4	5	2	3
Should not be ANY early-closing says	2	1	1	2	1	-
Leave it as it is now	*	*	*	*	-	-
Don't know	2	3	4	3	8	3
Other answers	*	*	1	*	-	-
Not answered	-	-	-	*	-	-
Base (informants mainly responsible for household shopping)	*777*	*994*	*663*	*584*	*131*	*30*

Appendices

Appendix A The sample design

Contents

The schedule used in this survey included questions on licensing laws for the purpose of another survey reported elsewhere, and the sample design also takes into account the needs of that survey, hence the inclusion of separate samples for Carlisle and Wales. These are described below, although they were not made separate use of in this survey.*

1 Populations to be included in the sample

(1) Sample I

a. A representative random sample of people aged 18 years and over living in private residences in Great Britain.

b. A sample of people in private residences living in tourist or holiday areas in Great Britain. It was subsequently decided that these areas could not be easily identified because there is no official definition of a 'tourist' or 'holiday' area. Therefore, the only sampling frame which could be used for this purpose would have to be constructed by the Sampling Branch of Social Survey Division. It was decided not to draw a separate sample of these areas, as it would take a long time and would probably be deficient. It was hoped that the main representative sample would produce enough of these areas for purposes of analysis.

(2) Sample II
A special sample of Carlisle County Borough, because the public houses in this area were controlled by a state-owned brewery.

(3) Sample III
An additional sample from Scotland which, in conjunction with the Scottish areas already included in the Great Britain sample, would provide a sample large enough for a separate analysis of Scotland at a later stage.

(4) Sample IV
An additional sample from Wales which, in conjunction with the Welsh areas already included in the Great Britain sample, would produce for separate analysis an adequate sample of Welsh-speaking and non-Welsh-speaking people.

2 Sample sizes

(1) Sample I
Approximately 3,000 interviews were required for analysis purposes. It was decided that the sample should be spread over 100 areas. Therefore, after making an allowance for a non-response rate of 15%, the sample size was set at 3,600 addresses, that is 36 addresses from each of 100 areas.

(2) Sample II
Thirty-six addresses were selected from Carlisle.

(3) Sample III
Six additional areas from Scotland were sampled, and 36 addresses selected from within each of the 6 areas, that is 216 addresses in all.

(4) Sample IV
Four additional areas from Wales were sampled, and 36 addresses selected from within each of these areas, that is 144 addresses in all.

3 Sample design for Sample I

A three stage multi-stratified design was used. The primary sampling units were the local authority areas in Great Britain.

** Report of the Departmental Committee on Liquor Licensing, HMSO 1972, Cmnd 5154, and Public Attitudes to Liquor Licensing Laws in Great Britain, HMSO 1974.*

(1) Stage I
The local authority areas in Great Britain were divided into standard regions (taken from Registrar General's Revised Standard Regions), and within regions the local authorities were stratified into conurbations, urban and rural areas.

(2) Stage II
Within the strata the local authorities were arranged in descending order of size (Registrar General's Annual Estimates of Population 30.6.69), and 100 areas selected with probability proportional to the population size in each area.

Table I

(3) Stage III
Within each local authority 36 addresses were selected, thus yielding a set sample of 3,600 addresses. Within each conurbation and urban area two wards were selected with probability proportional to size, and 18 addresses were sampled from each ward. Within rural areas two clusters of parishes were selected with probability proportional to size, and 18 addresses were sampled from each cluster. The purpose of selecting wards and parishes as intermediate units as an alternative to selecting 36 addresses from the entire areas, was to avoid drawing widely dispersed addresses.

4 Sample design for Sample III

It was necessary to sample 6 additional areas from Scotland, making the total number of areas in the Scottish sample 16. The population of Scotland was distributed according to region and within region by strata, as shown in Table II. The sixteen sample areas were then distributed according to the distribution of population shown in Table III. The figures in brackets in Table III are the numbers of areas already allocated to Scotland in Sample I. The figures outside the brackets are the total areas required after adding Sample I to Sample III. Therefore, the additional areas to be selected were:

a. 3 from the West Central conurbations

b. 2 from the East Central urban areas

c. 1 from the Northern urban areas

Therefore, in the regions and strata where it was necessary to select additional areas the same numbers were required as were sampled in Sample I. This meant that the probability of selection of the areas in each sample could be kept constant by replacing in the sampling frame the areas used in Sample I, before selecting the areas for Sample III. This allowed the two sets of Scottish areas to be added together at the analysis stage without any re-weighting.

Tables II and III

5 Sample design for Sample IV

It was necessary to sample four additional areas from Wales. The aim of this was to produce a minimum of 144 addresses from 'Welsh-speaking' areas[1]. As two Welsh-speaking areas had occurred in Sample I, two of the additional areas had to be Welsh-speaking in order to achieve a set sample of 144 addresses. The other two additional areas therefore would be non-Welsh-speaking. These four areas were selected in the following way:

a. The Welsh-speaking local authorities were listed in descending order of population size, and two areas were selected with probability proportional to size.

b. The non-Welsh-speaking areas were listed and selected in the same way as described at a. above.

Table IV shows the distribution of areas according to the actual distribution of the population between Welsh-speaking and non-Welsh-speaking populations, together with their distribution in Sample I plus Sample IV.

At the analysis stage it was necessary to re-weight one of the samples in order that the Welsh-speaking areas in Sample I could be added to those in Sample IV, and the non-Welsh-speaking in Sample I could be added to those in Sample IV. The reason for this was that the probabilities of selection of the Welsh-speaking and non-Welsh-speaking areas in both samples were different.

6 Sampling individuals at addresses

From the sampled addresses it was necessary to achieve a representative random sample of individuals aged 18 years and over. The requirement was that approximately 3,000 eligible people would be interviewed. The following figures for Great Britain are taken from the 1966 Sample Census and give some indication of the number of eligible people expected to be identified and interviewed.

a. Total number of private households = 17,347,970

b. Total eligible population (18 years old and over) = 37,699,430

c. Estimated number of households per address = 1.02[2]

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(1) For the purposes of this survey the researchers took a Welsh-speaking area to be any local authority area in a County where the 1961 Census showed more than half of the enumerated population of that County as able to speak Welsh.

(2) Based on data collected on a national sample survey recently carried out by Social Survey Division.

d. Estimated number of addresses

$$= \frac{17,347,970}{1.02} = 17,007,813$$

e. Estimated average number of 18 year olds and over per address

$$= \frac{37,669,430}{17,007,813} = 2.2$$

It was necessary to achieve on average one eligible person per address. As all sampled addresses were selected with equal probability it was decided to select for interview a fixed proportion of the eligible population within each selected address. This would produce a self-weighting sample. Selecting addresses with uniform probability and taking 1 in N of the eligibles found would lead to no interviews at some addresses e.g. some 1 and 2 person addresses, and more than 1 interview at addresses containing a larger number of eligibles. The selection of eligibles for interview at the sampled addresses was carried out by interviewers who were issued with detailed instructions on how this was to be done.

As shown above, eligible individuals had to be sampled at an interval of 1 in 2.2. This was achieved by sampling for interview 5 eligibles in 11. For addresses containing 15-20 eligibles 1 in 5 were sampled, and for addresses containing 26 or more eligibles 1 in 10 were sampled. This avoided taking clusters of eligibles at larger addresses. It was necessary to re-weight addresses containing 15 or more eligibles at the analysis stage.

7 Weighting the sample for Wales

(1) Sample I - Wales
In Sample I the probability of an individual being selected from Wales for inclusion in the sample was:

$$\frac{\text{number of areas selected in Wales x sample size of each area}}{\text{total population of Wales}}$$

$$= \frac{6 \text{ x } 36}{2,724,540} = \frac{1}{12,613.6}$$

The six Welsh areas in Sample I included four which were non-Welsh-speaking and two which were Welsh-speaking.

(2) Sample IV - Wales
a. The probability of an individual being selected from the Welsh-speaking population was:

$$\frac{\text{number of Welsh-speaking areas selected x sample size of each area}}{\text{total population in Welsh-speaking areas}}$$

$$= \frac{2 \text{ x } 36}{433,630} = \frac{1}{6,022.6}$$

b. The probability of selecting individuals in the non-Welsh-speaking areas was:

$$\frac{\text{number of non-Welsh-speaking areas selected x sample size of each area}}{\text{total population in non-Welsh-speaking areas}}$$

$$= \frac{2 \text{ x } 36}{2,290,910} = \frac{1}{31.818.2}$$

(3) Weights applied to the Welsh sample
a. In order to add the Welsh-speaking areas in Sample I to those in Sample IV a weight had to be applied so that the probability of selection of individuals in both samples was equal.

Individual's probability of selection in Sample I =1 in 12,613.6

Welsh-speaking individual's probability of selection in Sample IV =1 in 6,022.6

Therefore weight down Sample IV individuals by 1/2.09.

An individual's probability of selection in Sample IV is now 1 in 12,587.2.

b. For the non-Welsh-speaking population in sample I to be added to the non-Welsh-speaking population in Sample IV, a weight had to be applied to equalize the probability of selection of individuals in both samples.

Individual's probability of selection in Sample I =1 in 12,613.6

Non-Welsh-speaking individual's probability of selection in Sample IV =1 in 31,818.2

Therefore weight down Sample I individuals by 1/2.52.

An individual's probability of selection in Sample I is now 1 in 31,786.3.

For purposes of analysis the Welsh-speaking sample can only be added to the non-Welsh-speaking sample if the individuals in the former are further weighted down by 1/2.52. This was done for the separate analysis of Wales.

Table I

Distribution of 100 sampled areas according to the percentage distribution of population in Great Britain (calculated from Registrar General's Population Estimates at 30.6.69)

Column 1: percentage distribution of population in Great Britain
Column 2: distribution of 100 sampled areas

Region	*Conurbation*		*Urban*		*Rural*		*Total*	
	1	2	1	2	1	2	1	2
England								
North	1.556	2	3.215	3	1.428	1	6.198	6
Yorkshire and Humberside	3.199	3	4.159	4	1.552	2	8.911	9
North West	6.992	7	4.292	4	1.256	1	12.540	12
East Midlands	-	-	4.225	4	1.978	2	6.203	6
West Midlands	4.521	5	3.187	3	1.822	2	9.530	10
East Anglia	-	-	1.557	2	1.513	1	3.069	3
South East	14.336	14	12.241	12	5.399	5	32.035	31
South West	-	-	4.170	4	2.739	3	6.910	7
Wales								
South East	-	-	2.803	3	0.793	1	3.595	4
Remainder	-	-	0.722	1	0.729	1	1.451	2
Scotland								
South	-	-	0.235	0	0.209	0	0.445	0
West Central	3.235	3	0.752	1	0.611	1	4.598	5
East Central	-	-	2.077	2	0.723	1	2.800	3
North	-	-	0.987	1	0.730	1	1.717	2
Great Britain *TOTAL*	33.772	34	44.623	44	21.605	22	100	100

Table II

Distribution of population in Scotland by region and within region by area type, according to Registrar General's Population Estimates for Scotland at 30.6.69 (percentage distribution in brackets)

Region	*Conurbation*	*Urban*	*Rural*	*Total*
South	-	126,851 (2.45)	112,665 (2.19)	239,516 (4.64)
West Central	1,746,313 (33.84)	406,026 (7.87)	329,846 (6.39)	2,482,185 (48.10)
East Central	-	1,121,362 (21.73)	390,478 (7.57)	1,511,840 (29.30)
North	-	532,920 (10.33)	393,886 (7.63)	926,806 (17.96)
TOTAL	1,746,313 (33.84)	2,187,159 (42.38)	1,226,875 (23.78)	5,160,347 (100)

Table III

Distribution of sampled areas in Scotland (samples I and III combined) according to the distribution of population

Region	*Conurbation*	*Urban*	*Rural*	*Total*
South	-	-	-	-
West Central	6(3)	1(1)	1(1)	8(5)
East Central	-	4(2)	1(1)	5(3)
North	-	2(1)	1(1)	3(2)
TOTAL	6(3)	7(4)	3(3)	16(10)

Table IV

The actual and sample distributions of population between Welsh-speaking areas and non-Welsh-speaking areas

Areas	*Actual distribution of population*		*Sample distribution of population**	
	Number	*%*	*Number*	*%*
Non-Welsh-speaking	2,290,910	84.08	216	60
Welsh-speaking	433,630	15.92	144	40
TOTAL POPULATION	2,724,540	100	360	100

** Counted by address, Sample I + Sample IV*

Appendix B The sex, age and regional composition of the achieved sample compared with the 1966 sample census

Set sample	3,996		
Not dealt with	19		
Withdrawn	9		
			%
Addresses dealt with	3,968		100
Commercial	9		*
Empty/demolished	129		3
Ineligible	1	%	*
Don't know if eligible:	101	100	2
refused information	64	63	
non-contact	37	37	
Addresses not taken	546		14
Addresses taken	3,182		80
			%
Sampled persons produced	3,704	%	100
Interviews:	3,132	100	84
complete	3,118	99	
partial	14	*	
Lost in post	1		*
Refusals	543		15
Non-contacts	28		1

		Achieved Sample		*Population of Great Britain*
		Number of Informants	*Informants*	
			%	%
Sex	Men	1,215	44	47
	Women	1,528	56	53
Age	18-24 years	325	12	11
	25-34 years	483	18	18
	35-44 years	495	18	18
	45-64 years	929	34	35
	65 years and over	481	18	18
Region	London and South East	822	30	35
	South West	188	7	7
	Wales	174	6	5
	Midlands	528	19	16
	North West	296	11	12
	North East and North	417	15	16
	Scotland	318	12	9
	TOTAL	*2,747*	*100*	*100*

Men are slightly under-represented in the achieved sample. Among the regions London and the South East is somewhat under-represented, while Midlands and Scotland are slightly over-represented.
The numbers within the sub-groups of sex, age and region do not add to the total of all informants because some questionnaires did not include this information and have therefore been excluded from these breakdowns.

Appendix C The explanation leaflet

Office of Population Censuses and Surveys
Social Survey Division
St Catherines House 10 Kingsway London WC2B 6JP
Telephone 01-242 0262ext

Survey on public attitudes to licensing law and to shops legislation

We are carrying out, on behalf of the Home Office a survey among the adult population of England and Wales. The survey is planned to find out people's views on licensing laws and shops legislation, and on the need, if any, for change.

Everything you tell us will be strictly confidential and will be used for statistical purposes only. No information about individuals will be given to any other organization or Government Department. We shall be very grateful for your help in this survey.

Office of Population Censuses and Surveys
Social Survey Division

Appendix D The questionnaire

SHOP HOURS AND LICENSING LAWS

OPCS
SOCIAL
SURVEY
DIVISION

SS 443

Interviewer .... Interviewer Number ....

Serial Number .... Length of interview ....

How far away are the nearest shops?

RECORD DISTANCE

1. Local corner stores ....
2. Local shopping parade ....
3. Main shopping centre ....

Date of interview ....../....../1970

Day of Interview		
	Monday	1
	Tuesday	2
	Wednesday	3
	Thursday	4
	Friday	5
	Saturday	6
	Sunday	7

IF NON-CONTACT, REFUSAL OR PART INTERVIEW, GIVE REASON.

SHOPPING SECTION

1. Are you mainly responsible for household shopping, hslp with it, or do you only do your own personal shopping?

Mainly responsibls for household shopping	1) Go to
Helps with household shopping	2) Q 4
Only personal shopping	3 Go to Q14
No shopping at all	4 Ask Q2 & Q3

TO ALL WHO DO NO SHOPPING AT ALL (CODE 4 AT Q1) ASK Q2 AND Q3

2. Is there any particular reason why you don't do any shopping?

Sick, disabled	1
Too old	2
Other (SPECIFY)	3

3. How is your shopping done?

IF SICK, DISABLED (CODES 1 or 2) AT Q2 GO TO Q21
IF 'OTHER' (CODE 3) AT Q2 GO TO Q38

TO ALL WHO DO OR HELP WITH ANY HOUSEHOLD SHOPPING (CODES 1 OR 2 AT Q1)

4. Is there any particular day on which you do the bulk of your household shopping?
(i.e. your main household shopping)

Yes	1 Ask 4a
No	2 Go to Q5

IF YES

a) Which day is that?

ACCEPT UP TO 2 DAYS. IF MORE THAN 2 DAYS TRANSFER ANSWER TO QUESTION 5 BELOW

Mon	1
Tues	2
Wed	3
Thu	4
Fri	5
Sat	6
Sun	7

5. Which [other] days do you do household shopping?

Mon	1
Tues	2
Wed	3
Thu	4
Fri	5
Sat	6
Sun	7

- 3 -

CHECK WHERE THE SHOPS ARE SO THAT YOU CAN REFER BACK TO THEM IN Qs 6-11

IF THERE IS A DAY ON WHICH THE BULK OF THE SHOPPING IS DONE ASK QUESTIONS 6-11 IN RESPECT OF THAT DAY AND RECORD UNDER "MAIN 1"

IF THERE ARE TWO DAYS ON WHICH THE BULK OF THE SHOPPING IS DONE ASK QUESTIONS 6-11 IN RESPECT OF EACH DAY AND RECORD EACH SEPARATELY UNDER "MAIN 1" AND "MAIN 2".

IF SHOPPING IS DONE ON "OTHER" DAYS (Q5) ONLY OR IN ADDITION TO MAIN DAY(S) ASK SEPARATELY AND RECORD UNDER "NON-MAIN"

ASK IN RESPECT OF APPROPRIATE DAY		MAIN 1 ...day	MAIN 2 ...day	NON MAIN	
6. When you go shopping on this day, do you usually go there from your home, place of work, or from somewhere else?	Home	1	1	1	
	Place of work	2	2	2	
	On journey from/to work .	3	3	3	- Go to Q12
	Somewhere else (specify) .	4	4	4	
7. How long does it usually take you to get there?	5 mins or less	1	1	1	
	6-10 mins	2	2	2	
	11-15 mins	3	3	3	
	16-30 mins	4	4	4	
	Over 30 mins	5	5	5	
	Over (specify)	6	6	6	
8. How far is that from your home/work other?	Up to ½ mile	1	1	1	
	Over ½ up to mile	2	2	2	
	Over 1 up to 2 miles	3	3	3	
	Over 2 up to 3 miles	4	4	4	
	Over 3 miles	5	5	5	
	Can't say (get range) ...	6	6	6	
9. How do you usually get there?	Walk	1	1	1	} Go to Q11
	Cycle	2	2	2	
	Car	3	3	3	- ask Q10
	Public transport ..	4	4	4	} Go to Q11
	Other (specify) ...	5	5	5	
IF CAR 10. What do you do when the car isn't available?	Has never happened	1	1	1	
	Walk	2	2	2	
	Cycle	3	3	3	
	Car	4	4	4	
	Public transport	5	5	5	
	Wait till car available .	6	6	6	
	Other (specify)	7	7	7	
11. Could you look at this card and tell me how convenient or inconvenient you find the usual journey? SHOW CARD 'A'	Very convenient	1	1	1	
	Fairly convenient	2	2	2	
	Not very convenient	3	3	3	
	Very inconvenient	4	4	4	
	O.K.	5	5	5	

12. Does the household own or have the use of

a car?	Yes	1
	No	2
a refrigerator?	Yes	3
	No	4
a deep-freeze?	Yes	5
	No	6

- 4 -

13. Would you look at this card and tell me, thinking about all the household shopping you do, in general how convenient or inconvenient you find it? SHOW CARD 'A'

Very convenient	1
Fairly convenient	2
Not very convenient ..	3
Very inconvenient	4
D.K.	5

14. Now I want to talk about personal shopping, that is shopping for things like clothes, [cosmetics], books, records, [car accessories], things connected with hobbies and so on. How often do you do this kind of shopping?

Never do any personal shopping ...	1	Go to Q18
Once a week+	2	} ask Q15
2-3 times a month	3	
Less often	4	
Other answers	5	

ASK ALL WHO DO ANY HOUSEHOLD SHOPPING

15. Do you do your personal shopping,

RUNNING PROMPT

D.N.A. (Does not do household shopping)	Y	
along with household shopping,	1	Go to Q17
or at other times?	2	ask Q16
both along with and at other times	3	ask Q16

IF AT OTHER TIMES (CODES 2 OR 3 AT Q15)

16. On what days do you usually do your personal shopping?

Mon.......	1
Tue.......	2
Wed.......	3
Thu.......	4
Fri.......	5
Sat.......	6
Any day / D.K.......	7

17. Taking your personal shopping as a whole, could you tell me how convenient or inconvenient you find it?

SHOW CAR 'A'

Very convenient	1
Fairly convenient	2
Not very convenient	3
Very inconvenient	4
D.K.	5
Depends/other (SPECIFY)	6

a) What are your reasons for saying that your personal shopping is ...?

ASK ALL EXCEPT NON SHOPPERS

18. Now taking into account all the shopping you do, [household and personal] are there any shops which you find it particularly difficult to get to?

Yes ...... 1 Ask a)
No .... 2) Go to
D.K. ..... 3) Q.19

IF YES
a) Which shops are these?

19. Taking everything into account how convenient or inconvenient do you find getting the following? First ..... SHOW CARD 'A'

	Very con-venient	Fairly con-venient	Not very con-venient	Very in-convenient	DNA/ not concerned
Newspapers Greengroceries	1 6	2 7	3 8	4 9	5 Y
Groceries Bread	1 6	2 7	3 8	4 9	5 Y
Meat Fish	1 6	2 7	3 8	4 9	5 Y
Ironmongery and hard-ware Clothing	1 6	2 7	3 8	4 9	5 Y
Shoes	1	2	3	4	5

20. How convenient or inconvenient do you find it to get to each of the following? First the ..... SHOW CARD 'A'

	Very con-venient	Fairly con-venient	Not very con-venient	Very in-convenient	DNA/ not concerned
Chemists Post Office	1 6	2 7	3 8	4 9	5 Y
Bank Town Hall and other public offices	1 6	2 7	3 8	4 9	5 Y

21. Do you have any of the following delivered? R.P.

	Yes	No	
Newspapers	1	1	
Milk	2	2	→ ask a)
Other dairy produce	3	3	
Bread	4	4	→ ask b)
Greengroceries	5	5	
Groceries	6	6	→ ask c)
Fish	7	7	
Meat	8	8	

IF MILK NOT DELIVERED
a) Is there any particular reason why you don't have the milk delivered?

No delivery service available 1
Other (SPECIFY) 2

IF BREAD NOT DELIVERED
b) Is there any particular reason why you don't have the bread delivered?

No delivery service available 1
Shops I use don't deliver 2
Other (SPECIFY) 3

IF GROCERIES NOT DELIVERED
c) Is there any particular reaeon why you don't have your groceries delivered?

No delivery service available 1
Shope I use don't deliver 2
Other (SPECIFY) 3

22. Doee a mobile ehop vieit thie district, one eelling general provisons and food?

Yee	1	Ask a)
No	2)	Go to Q.25
D.K.	3)	

IF MOBILE SHOP VISITS
a) Do you ever use it?

Yes - use one	1)	Ask Q.23
Yes - more than one	2)	
No	3	Go to Q.24

IF USES MOBILE SHOP(S)
IF MORE THAN ONE USED RECORD COMBINED DETAILS
23. What kinde of goods do you buy from it/them?

Meat	1
Fish	2
Greengroceries	3
Groceries	4
Toilet goode	5
Other household goods ...	6
Tobacco/confectionary ...	7
Other (SPECIFY)	8

ASK ALL WHO HAVE A MOBILE SHOP VISITING THEIR DISTRICT (1 AT Q.22)
24. Is there any particular reason why you use/don't use a mobile ehop?

FOR THOSE WHO DO NO SHOPPING, NOW GO TO Q.38

ASK ALL EXCEPT THOSE WHO DO NO SHOPPING AT ALL
25. Thinking about shops in general again can you tell me what you think about the hours at which shops are open?

a) How eatisfied are you with the present hours at which shops are open, ae they affect you personally; would you say you were

RUNNING PROMPT

very satisfied..	1
fairly satisfied	2
or not very satisfied?	3

26. Do you happen to know what hours shops are allowed to be open?

Yes	1	Ask a)
No	2	Go to Q.27

IF YES
a) What hours are they allowed to be open?

The hours during which shops are open affect very many people, such as housewives some of whom may be working, and the people who actually work in the shops.
27. Taking everything into account do you think the hours during which shops are open should be changed in any way?

Yes	1	Ask a),b)
No	2	Go to c)
D.K.	3	Go to Q28

IF YES
a) In what ways should they be changed?

b) Why do you say that?

IF NO AT MAIN QUESTION
c) Why don't you think they should be changed?

Quite happy with present hours ...	1

28. Some people have suggested to us that it would be possible to change the law so that individual shops themselves could decide the houre during which they are open, instead of it being decided by law.
What would you think of such change-

On the whole would you say you were R.P.

In favour	1
or Against ?	2
Undecided	3
Other (SPECIFY) ..	4

NOT SCOTLAND

29. According to the law, shops are supposed to sell only certain typee of goods on a Sunday, or in the late evening

a) Did you know that this was so for Sundays, or not?

Yes knew	1
No, did not know .	2

b) Did you know that this was so for evenings, or not?

Yes knew	4
No, did not know .	5

30. a) What do you think of this law where Sunday is concerned?

b) What do you think of this law where evenings are concerned?

31. a) What changes would you like to see in the law where Sunday is concerned?

b) What changes would you like to see in the law where evenings are concerned?

SCOTLAND ONLY

32. Do you know the regulations relating to the sale of goods on Sundays?

Yes	1	ask a)
No	2	Go to Q.23

IF YES

a) What are they?

ASK ALL IN SCOTLAND ONLY

33. What do you think about shopping on Sunday?

a) What changes would you like to see in the law?

ASK ALL EXCEPT NON SHOPPERS

34. What day is early closing day here/where you do your household shopping?

Mon	1
Tues	2
Wed	3
Thu	4
Fri	5
There isn't one ...	6
Don't know	7

How convenient or inconvenient do you find early-closing day?

35. SHOW CARD 'A'

Very convenient ...	1
Fairly convenient .	2
Not very convenient	3
Very inconvenient .	4
Not bothered/D.K. .	5

36. Do you think there should be the <u>same</u> early-closing day for the whole district or do you think shops should decide on their own individual early closing days?

Same for whole district	1	Ask a)
Leave it to shops	2	Ask a)
Staggered days for whole district	3	Ask a)
Different days for neighbouring districts	4	Ask a)
D.K.	5	Go to Q.37
Other (SPECIFY)	6	Ask a)

a) Why do you say that?

37. Is there anything else you would like to say about shop hours?

No	1
Other (SPECIFY)	2

LICENSING SECTION

38. Would you tell me what you think about the licensing laws in general?

39. Do you think the sale of alcohol is -

R.P.

too restricted.........	1)	Ask a)
not restricted enough .	2)	
or about right?	3)	
No opinion	4	Go to Q40

a) Why do you say that?

40. Can you tell me roughly how many pubs there are around here?

0	1
1	2
2-5	3
More than 5	4
Don't know	5

41. Do you think the number of pubs around here is -

R.P.

too many	1)	Ask a)
too few	2)	
or about the right number? .	3)	
No opinion	4	Go to 42

a) Why do you say that?

42. Can you tell me roughly how many off-licences there are around here? By off-licences I mean any places where you can buy alcoholic drink to take away.

0	1
1	2
2-5	3
More than 5	4
Don't know	5

43. Do you think the number of off-licences around here is -

R.P.

too many...	1)	Ask a)
too few ...	2)	
or about the right number? .	3)	
No opinion	4	Go to 44

a) Why do you say that?

44. I want to read out to you some of the things that different people have said to us about pub hours. Perhaps you would tell me which one you agree with.

First:

	Pubs should open only in the evenings	Agree....	1
or	Pubs should stay open in the afternoon	Agree....	2
or	Pubs should stay open all day	Agree....	3
		None of them	4
		Don't know	5

45. Now thinking about closing time at night

Do you think that pubs should close earlier, later, or the same time as they do now?

Earlier........	1	
Later	2	
Same as now ...	3	
Don't know ..	4	
Other (SPECIFY)	5	

46. <u>SCOTLAND ONLY</u>

Do you think the pubs should be allowed to open on Sunday or not?

Yes	1	Ask a)
No	2)	Go to Q48
Don't know	3)	Go to Q48

a) <u>IF YES (SCOTLAND)</u>

Do you think that Sunday hours should be the same as weekdays or different?

Same as weekdays ..	1	Go to Q48
Different	2	Ask b)
Don't know	3	Go to Q48
Other (SPECIFY)	4	Go to Q48

b) <u>IF DIFFERENT</u>

In what way different?

47. ASK ALL ENGLAND <u>EXCLUDING</u> WALES

Do you think that Sunday hours should be the same as weekdays or different?

Same as weekdays ..	1	Go to Q48
Different	2	Ask a)
Don't know	3	Go to Q48
Other (SPECIFY)	4	Go to Q48

a) <u>IF DIFFERENT</u>

In what way different?

48. Some people have suggested that the publican should be allowed to choose his own hours without restriction.

Do you agree or disagree?

Agree	1)	Ask a)
Disagree	2)	Ask a)
Don't know ..	3	Go to Q49

a) Why do you say that?

49. Some people have suggested that the publican should be allowed to choose his own hours, but with a limit on the total number of hours he could open.

Do you agree or disagree?

Agree	1)	Ask a)
Disagree	2)	Ask a)
Don't know .	3	Go to Q50

a) Why do you say that?

50. Some people have said that the laws regarding hours should be kept exactly as they are now.

Do you agree or disagree?

Agree	1
Disagree	2
Don't know .	3

51. Could you tell me now what you think about the hours at which other licensed premises should be allowed to be open to sell alcoholic drinks.

a) First, off-licences. What hours do you feel they should be open?

No opinion/don't know	1
Same as shops	2
Same as pubs	3
Same as now	4
SPECIFIC TIMES (specify)	
Other answer (specify)	

b) Next, licensed restaurants.

No opinion/don't know	1
Anytime/up to proprietor/when serving meals .	2
Same as pubs	3
Same as now	4
SPECIFIC TIMES (specify)	
Other answer (specify)	

c) Next, hotels with a licence which allows them to sell drinks only to residents.

No opinion/don't know	1
Anytime/up to proprietor/ when open, serving meals	2
Same as pubs	3
Same as now	4
SPECIFIC TIMES (specify)	
Other answer (specify)	

d) Finally, hotels with a general licence, which allows them to sell drinks to any adult.

No opinion/don't know	1
Anytime/up to proprietor	2
Same as pubs	3
Same as now	4
SPECIFIC TIMES (specify)	
Other answers (specify)	

52. At present the hours during which pubs may be open are laid down by Parliament, but they may by varied to a certain extent by local magistrates.

Who do you think should decide the hours at which pubs should be open?

Same as now	1
Parliament	2
Local authority	3
Publicans/Licsnsees	4
Magistrates/Courts/Licensing Authority	5
The Police	6
People who live nearby	7
Brewers	8
Not bothered/don't know	9
Other (SPECIFY)	0

53. Do you think that there should by extensions to hours in the summsr months?

Yes	1 Ask a)
No	2 Go to Q.54
Don't know	3 Go to Q.54
Other (SPECIFY) ...	4 Go to Q.54

IF YES:
a) Do you mean in all parts of the country or in soms places only?

All parts	1 Go to Q.54
Some places only ..	2 Ask b)
Don't know	3 Go to Q.54

IF SOME PLACES ONLY:
b) What sort of places did you have in mind?

54. As you may know, pubs, proprietors clubs, restaurants, hotels and off-licences have to get licences before they can sell alcohol, and members clubs require a registration certificate.
Do you think that there should be these controls or not?

Can we just check separately: first pubs do you think licences (or certificates) should be necessary or not? etc.

	Licence should be necessary	Licences should not be necessary	No opinion/D.K.
Pubs	1	2	3
Clubs	4	5	6
Restaurants	7	8	9
Hotels	1	2	3
Off-Licences	4	5	6
	→ Ask a)	→ Ask b)	

a) <u>FOR EACH THOUGHT NECESSARY</u>
Why do you feel that licences should be necessary for .....?
CHECK SEPARATELY AND INDICATE CLEARLY

b) <u>FOR EACH THOUGHT NOT NECESSARY</u>
Why do you fell that licences should <u>not</u> be necessary for .....?
CHECK SEPARATELY AND INDICATE CLEARLY

55. Some people have said that they would like there to be places where the whole family could sit down for a drink together, somewhere you could buy alcoholic drinks, soft drinks and other beverages like tea and coffee.

Would you like there to be such places or not?

Yes .... 1) ask a)
No ..... 2) ask a)
No opinion/don't know 3) Go to Q56
Other (SPECIFY) 4) Go to Q56

a) Why do you say that?

56. Do you think there should be a minimum age at which young people <u>on their own</u> are allowed to have an alcoholic drink in licensed premises, or not?

Yes .... 1 - Ask a)
No ..... 2) Go to Q58
Don't know 3) Go to Q58

a) <u>IF YES</u>

What age would that be?

57. Would you suggest a different age if they were with their parents?

Yes .... 1 - Ask a)
No ..... 2) Go to Q58
Don't know 3) Go to Q58

a) <u>IF YES</u>

What age would that be?

58. Now I would like to talk about the minimum age at which young people on their own should be allowed to enter licensed premises, not necessarily to drink.

At what age do you think they should be allowed to enter:

a) a members club, (for example a club like the British Legion, Working Men's Clubs and Sports Club)?

b) a commercial club, owned by a proprietor?

c) the licensed area of a pub?

59. Now, thinking about young people accompanied by their parents or guardians.

At what age should they be allowed to enter:

a) a members club?

b) a commercial club?

c) the licensed area of a pub?

60. I would like to ask you about particular drinks. Now may I just check -

a) How often these days do you have a drink of lager?
And how often these days do you have a drink of ..... (etc)?

b) FOR EACH EVER DRINK: When did you last have a drink of ________?
IF TODAY: When was the last time, apart from today?
(MONDAY INTERVIEWS ONLY: Did you have a drink of ______ on Saturday?)

	HOW OFTEN a)								LAST HAD A DRINK b)					
	Every day	4-6 times a week	2-3 times a week	Once a week	1-3 times a month	Less often/ CR	Never drink it now-adays	EVER CODE ONLY On special occasions only	Yester-day (not today)	2-7 days ago	Over 1 week up to 1 month	Longer ago/CR	(MON. ONLY) Sat. YES	NO
Lager	1	2	3	4	5	6	7	8	1	2	3	4	5	6
Beer	1	2	3	4	5	6	7	8	1	2	3	4	5	6
Sherry	1	2	3	4	5	6	7	8	1	2	3	4	5	6
Wine	1	2	3	4	5	6	7	8	1	2	3	4	5	6
Spirits	1	2	3	4	5	6	7	8	1	2	3	4	5	6
Other alcholic beverage (SPECIFY)	1	2	3	4	5	6	7	8	1	2	3	4	5	6

IF NEVER DRINK AT ALL NOWADAYS, ASK Q.61.
IF EVER DRINKS, GO TO Q.62.

61. IF NEVER DRINK AT ALL NOWADAYS

[Now I realise you never have an alcoholic drink these days, but may I juet ask -]

Do you ever visit a pub these daye? CODE UNDER PLACE

Do you ever visit the bar of a licensed club these days? CODE UNDER PLACE

a) IF YES FOR EACH ASK:
How often would that be? CODE UNDER HOW OFTEN

b) IF 1 & 2 CODED ASK: What sort of times do you go - lunchtime, evenings, weekends, weekdays? CODE UNDER TIMES

c) FOR EACH TIME CODED ASK SEPERATELY: Who do you go with on ....? Would it be alone, with family or relatives, workmates, friends?

	a)	b)		c)			
PLACE	HOW OFTEN	TIMES	Alone	Family/ relatives	Workmates/ colleagues	Friends	OTHERS (Write in)
PUB	Once a week + 1 1-3 a month 2	Lunchtime Weekday 1	1	2	3	4	
YES 1	Less often 3	Lunchtime Weekend 2	1	2	3	4	
NO 2	Special occasions (Xmas etc.) only 4	Evening Weekday 3	1	2	3	4	
		Evening Weekend 4	1	2	3	4	
CLUB	Once a week + 1 1-3 a month 2	Lunchtime Weekday 1	1	2	3	4	
YES 3	Less often 3	Lunchtime Weekend 2	1	2	3	4	
NO 4	Special occasions (Xmas etc.) only 4	Evening Weekday 3	1	2	3	4	
		Evening Weekend 4	1	2	3	4	

NOW GO TO Q63

62.a) How often these days do you have a drink in a pub
a licensed club, proprietore or membere
a resturant
a hotel
at home? CODE UNDER HOW OFTEN

IF 1 OR 2 CODED AT a) ASK FOR EACH
b) What sort of times do you go/drink: lunchtime, evenings, weekends, weekdays? CODE UNDER TIMES.

c) FOR EACH TIME CODED: Who do you go/drink with on .....? Would it be ....
(RUNNING PROMPT)

	a	b	c				
PLACE	HOW OFTEN	TIMES	alone	family/ relatives	workmates/ collegues	friends	OTHERS (write in)
PUB	1 a week+ 1 1-3 a month........ 2	Lunchtime Weekday 1	1	2	3	4	
	Less often 3	Lunchtime Weekend 2	1	2	3	4	
	Special occasione (Xmas etc) only 4	Evening Weekday 3	1	2	3	4	
	NEVER 5	Evening Weekend 4	1	2	3	4	
LICENSED CLUB (PROPRIETORS OR MEMBERS)	1 a week+ 1 1-3 a month........ 2	Lunchtime Weekday 1	1	2	3	4	
	Less often 3	Lunchtime Weekend 2	1	2	3	4	
	Special occasione (Xmae etc) only 4	Evening Weekday 3	1	2	3	4	
	NEVER 5	Evening Weekend 4	1	2	3	4	
REST	1 a week+ 1 1-3 a month........ 2	Lunchtime Weekday 1	1	2	3	4	
	Lese often 3	Lunchtime Weekend 2	1	2	3	4	
	Special occasions (Xmas etc) only 4	Evening Weekday 3	1	2	3	4	
	NEVER	Evening Weekend 4	1	2	3	4	
HOTEL	1 a week+ 1 1-3 a month........ 2	Lunchtime Weekday 1	1	2	3	4	
	Less often 3	Lunchtime Weekend 2	1	2	3	4	
	Special occasione (Xmas etc) only 4 Holidays only 5	Evening Weekday 3	1	2	3	4	
	NEVER 6	Evening Weekend 4	1	2	3	4	
HOME	1 a week+ 1 1-3 a month........ 2	Lunchtime Weekday 1	1	2	3	4	
	Less often 3	Luchtime Weekend 2	1	2	3	4	
	Special occasions (Xmae etc) only 4 Medicinal only 5	Evening Weekday 3	1	2	3	4	
	NEVER 6	Evening Weekend 4	1	2	3	4	

63. Here are some of the different things people have said to us about pubs. Could you tell me, for each one, whether you agree or disagree with the statement as it applies to you personally?

ROTATE ACCORDING TO INSTRUCTIONS	AGREE	DISAGREE	Don't know not certain
1. I would never, from choice, go into a pub	1	2	3
2. MEN ONLY: I wouldn't want to take my wife (if I had one) into a pub	4	5	6
WOMEN ONLY: I wouldn't want to go into a pub alone	7	8	9
3. Pubs are warm, friendly places	1	2	3
4. I go to a pub mainly for the company	4	5	6
5. I never feel really comfortable in a pub	7	8	9
6. I only go into a pub when I'm with someone else who wants a drink	1	2	3
7. I feel really at home in a pub	4	5	6
8. People in pubs are only pretending to enjoy themselves	7	8	9
9. I go to a pub mainly for the drink	1	2	3
10. A pub is the ideal place for a night out	4	5	6
11. I would prefer somewhere where the whole family could be together	7	8	9

64. Is there anything else you yourself would like to say about pubs?

65. <u>TO ALL PUB USERS</u> (1 or 2 in Qs 61, 62 'PUB')

When you go into a pub, which bar do you normally use?

Public bar/taproom/sawdust	1)	Ask a)
Saloon/lounge	2)	
Other (SPECIFY)	3)	

IF MORE THAN ONE 'USUALLY' USED CODE ALL THAT APPLY

FOR EACH USED: a) What makes you choose that particular bar?
MAKE SURE REPLIES ARE DIFFERENTIATED FOR EACH BAR IF MORE THAN ONE USED

66. ASK ALL WHO EVER DRINK AT Q60, AND NON-DRINKERS WHO USE A PUB, CODES 1,2 Q61

Here is a list of facilities which you might find at some pubs. Could you tell me, for each item, whether you would like it to be available at a pub which you used, or not?

a) First darts, would you like these to be ......etc?
IF 'NO' CHECK WHETHER WOULD NOT LIKE OR DON'T CARE.

	Would like	Would not like	Don't care
Darts	1	2	3
Shove ha-penny	1	2	3
Juke box	1	2	3
Background music	1	2	3
Television	1	2	3
Are there any other amusement facilities you would like to see? SPECIFY			

b) And now for some slightly different type of things, mainly food.
First, sandwiches and rolls, would you like these to be ......etc?

	Would like	Would not like	Don't care
Sandwiches and rolls	1	2	3
Cold snacks	1	2	3
Hot snacks	1	2	3
Sweets and confectionery	1	2	3
Full course meals	1	2	3
Tea and coffee	1	2	3
Are there any other items you would like to see on sale? SPECIFY			

c) And finally another list of facilities.
First, a public bar. Would you like this to be available at a pub you used ......etc?

	Would like	Would not like	Don't care
A public bar	1	2	3
A price list displayed in all bars	1	2	3
A playgarden for children	1	2	3
A playroom for children	1	2	3
Proper flushing toilet facilities for men and women	1	2	3
Washing facilities in the toilets.	1	2	3
Are there any other facilities you would like to see? SPECIFY			

67. Have you ever lived abroad?

Yes	1 ask a)
No	2

a) Where was that?

Occupation of Informant	Office use	Occupation of HOH if not informant	Office use
Industry of Informant		Industry of HOH if not informant	
COMPLETE (a) AND (b) BELOW ALSO (a) Self-employed or employee? Self-employed .... 1 Employee .... 2 (b) IF MANAGER/SUPERINTENDENT OR SELF-EMPLOYED DNA not manager/etc. . X No. of employees in establishment ......___		COMPLETE (a) AND (b) BELOW ALSO (a) Self-employed or employee? Self-employed ..... 1 Employee .... 2 (b) IF MANAGER/SUPERINTENDENT OR SELF-EMPLOYED DNA not manager/etc. ... X No. of employees in establishment ....___	

NET INCOME

(a) Income of INFORMANT
(b) Income of HOH

Last Week	Per Year	(a) Informant	(b) HOH if not informant
NIL	NIL	0	0
Up to £10	(Up to £520)	1	1
Over £10 to £12.10	(Over £520 to £650)	2	2
Over £12.10 to £15	(Over £650 to £780)	3	3
Over £15 to £20	(Over £780 to £1040)	4	4
Over £20 to £25	(Over £1040 to £1300)	5	5
Over £25 to £30	(Over £1300 to £1560)	6	6
Over £30 to £35	(Over £1560 to £1820)	7	7
Over £35 to £40	(Over £1820 to £2080)	8	8
Over £40 to £50	(Over £2080 to £2600)	9	9
Over £50 to £60	(Over £2600 to £3120)	1	1
Over £60	(Over £3120)	2	2
Refusal/Not stated/DK		X	X
If code X give reason			

HOUSEHOLD

PERSON NUMBER (ring person chosen for interview)	Relationship to H.O.H.	Age last birth-day	Sex M F	Marital Status M S D/SEP WID	Paid Employment Full-time	Paid Employment Part-time	Unempl. Sick	At School	Full time F.E.	Other (Ret./H/wife/under school age etc.
1	HOH		1 2	1 2 3	1	2	3	4	5	6
2			1 2	1 2 3	1	2	3	4	5	6
3			1 2	1 2 3	1	2	3	4	5	6
4			1 2	1 2 3	1	2	3	4	5	6
5			1 2	1 2 3	1	2	3	4	5	6
6			1 2	1 2 3	1	2	3	4	5	6
7			1 2	1 2 3	1	2	3	4	5	6
8			1 2	1 2 3	1	2	3	4	5	6
9			1 2	1 2 3	1	2	3	4	5	6
10			1 2	1 2 3	1	2	3	4	5	6
11			1 2	1 2 3	1	2	3	4	5	6
12			1 2	1 2 3	1	2	3	4	5	6
13			1 2	1 2 3	1	2	3	4	5	6
14			1 2	1 2 3	1	2	3	4	5	6

Informant's Terminal Educational Age		
	-12	2
	13	3
	14	4
	15	5
	16	6
	17	7
	18	8
	19	9
	20+	0

Which person no. is the housewife?
Housewife's working hours: (CHECK USUAL START, FINISH, SAT/SUN. SHIFT WORK)
Informant's working hours: (CHECK USUAL START, FINISH, SAT/SUN. SHIFT WORK)

Type of house (from observation)	
Whole house - detached	1
- semi-detached	2
- terrace	3
Flat/maisonette - self-contained - purpose built	4
Flat/maisonette - self-contained - converted/other	5
Rooms lodgings	6
Caravan	7
Other type of dwelling (SPECIFY)	8

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